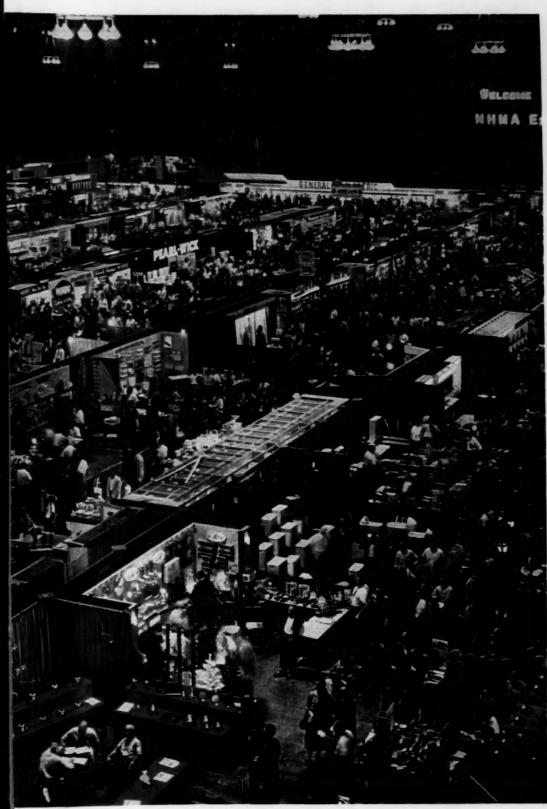
#### Electrical JULY - 1959

# Merchandising



### In this Issue WHAT'S NEW IN **HOUSEWARES?**

ten pages devoted to developments in product design and marketing

Including There's Still Profit in Housewares

> the first definitive study of what it costs you to handle housewares

A Picture Preview of the **Atlantic City** Show

SPECIAL REPORT ON RADIO AND HI-FI "What's Happening to Stereo?"



# SPEED QUEEN

# NOW REMOVES LINT 4 WAYS

New, 4-way method expels all lint, fuzz, dirt, scum, sand and grit



#### NEW LINT CATCHER

While the clothes are being washed, Speed Queen's rolling water action flushes through the LINT CATCHER which screens out lint, fuzz and loose dirt. Also serves as a soap dispenser.



#### LINT-E-JECTOR®

At the end of the WASH cycle, fresh water is added so that tub overflows, causing lint and dirt to float over side of tub and down drain. (Not pumped back into tub.)



#### SEDIMENT EJECTOR

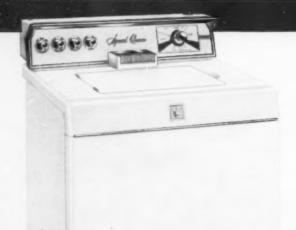
All sand and grit which settles to bottom of tub is forced out through the "ejector" tube when tub spins. Tub is sediment-free at start of each new load.



#### FINAL DE-LINTING AND RINSING

After first spin, tub is refilled with fresh water. With tub overflowing and agitator working, any remaining lint and dirt particles are floated off and down drain. Final water is crystal clear.

Tests prove that this 4-step method is the most efficient system for removing lint



The Speed Queen automatic has always had the most efficient lint removal system in any washer. Now the addition of Speed Queen's new "Lint Catcher" gives the salesman a *visible*, *tangible* filtering device to *show* his prospect as the first step in a 4-way lint and grit removal story that is now tops in the field.

Adding this to Speed Queen's exclusive stainless steel tub and drum feature really puts you in the driver's seat. If you're not a Speed Queen dealer, well — why not grab the phone and call Ripon, Black 46?



A Division of McGraw-Edison Company Ripon, Wisconsin







famed for dependability

# SPOTLITE ... a quick look at what's going on

JULY 1,1959

Business is booming. More and more appliance and TV men are beginning to think of 1959 as more than just a year of "recovery". Westinghouse vice-president Richard Sargent told a Chicago news conference last month that, considering the gains made during the first five months, "it seems safe to predict that 1959 may be another record year." He continued by pointing out that "if we should achieve only a nine percent gain for the balance of the year over the same months of last year, we will end 1959 by exceeding the 1956 total"... Meantime, Kelvinator vice-president Homer L. Travis revealed that his firm's May sales were up 40 percent over a year ago and reached their highest volume in 26 months... And on the West Coast, Zenith president Joseph Wright told the San Francisco Security Analysts that his firm's second quarter sales will establish a new record for the period, that orders received at the June distributor meeting established an all time high, and that 1959 sales will increase substantially over the company's all time record high . . .

Optimism like this obviously set the background for last month's conventions and sales meetings which without exception drew good attendance and produced rosy predictions of what's ahead. A general air of optimism pervaded the NEMA major appliance meeting in Florida, the EIA convention in Chicago, the Institute of Appliance Mfrs. convention in Cincinnati, the Parts Show in Chicago and the annual convention of the National Assn. of Electrical Distributors. While attendance at the appliance exhibits at Chicago's Summer Markets was down, there was, nonetheless, an unmistakable air of optimism. The Music Show drew good traffic and indications are that this month's Housewares Show will produce considerable activity. (For a preview see page 54).

Radio; hi-fi and TV made the big product news last month as the 1960 lines were unveiled at distributor showings, the Summer Market and the Music Show. On page 62 of this issue you'll find a complete rundown of what's new in stereo and in next month's Special Report we turn the spotlight on the

new TV line. We're particularly proud of
the stereo preview in this issue, since it
had to be written before any of the new
lines made their formal bows. Even so,
thanks to the cooperation of manufacturers
and a lot of legwork on his part, associate
editor Jim Cassidy produced a preview which
has proven to be remarkably accurate now that
the lines have been announced. To round out
his reporting, Cassidy attended the Markets
and Music Show last month and came up with
these additional comments:

Phono makers came to the Summer Markets and Music Show with ingenious packages for people who don't want two-piece stereo. They've cut down on speaker separation essential to early stereo by showing a raft of smaller one-piece units. They're also delivering big consoles which look like onepiece but are two or three pieces -- - packaged or hinged together with compact design already proven in portables . . . Admiral's high end one-piece is actually a platform holding two full height, full range speakers. Listener swings these out or removes them to increase separation. Left speaker of one RCA console swings from side-play to front-play, widening separation by a foot. Doors of one Motorola one-piece are the tweeters and, when opened, widen the separation by three feet. In Philco, Sylvania, and Decca consoles, tweeters are housed inside master, but can be set as outriggers for maximum separation. With Zenith, listener can "stretch" one-piece console; Side speakers electronically "seem" to move outward for "extended stereo", or, as in above, listener can turn switch to third position and throw tweeter sound to pole-mounted outriggers while master gives out only bass. Others call this "mixed lows" or "common bass" stereo. Zenith calls it "radial stereo" . .

In both stereo and TV, fabulous furniture was biggest single trend. Every brand, eyeing Zenith's recent successes, was vocal about its intentions of shooting for a higher share of the high end. With real woods, better styling, better audio and more and bigger speaker complements, everybody was pushing to get TV back into the living room.

ELECTRICAL MERCHANDISING July 1939, Vol. 91, No. 7 Published monthly by McGraw-Hill Publishing Co., 10 Ferry St., Concord, N. H. Second class postage paid at Concord, N. H.

# NEW FROM WESTINGHOUSE



# GET READY NOW

the only combination that gives you both.



Frost-Free... even in the freezer!

Keeps meat fresh 7 days without freezing ... EVEN HAMBURGER!

PROMOTED WITH POWER right at the height of your summer selling season! Never before has Westinghouse put so much punch behind a single refrigerator.

#### LIFE MAGAZINE JULY 13

Double-page spread in full color.



#### WESTINGHOUSE DESILU PLAYHOUSE JULY 13

Introductory announcement to 30 million viewers!



#### COMPELLING NEWSPAPER ADS

in 230 key cities.

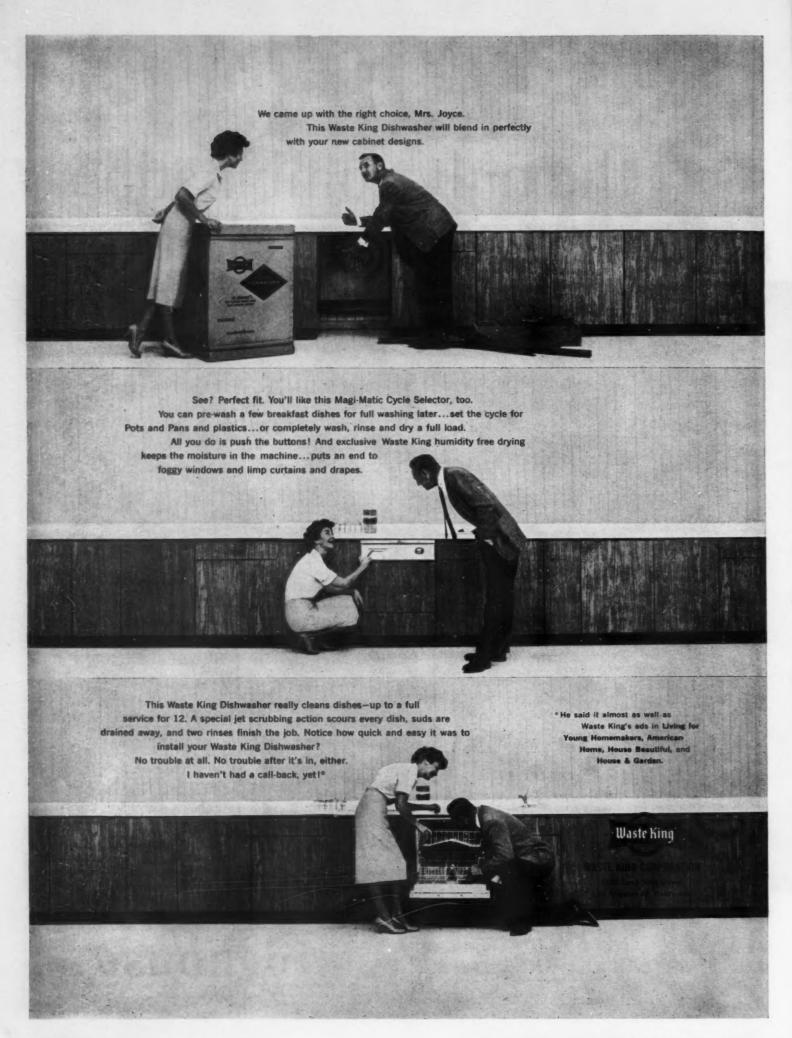
#### SENSATIONAL STORE PACKAGE

Banners, store trim, newspaper mats, direct mail, radio spots, traffic builders, etc.

to tie in with this unprecedented promotion. Call your Westinghouse Distributor right away!







### Electrical Merchandising

JULY, 1959

A McGRAW-HILL
PUBLICATION

#### IN THIS MONTH'S ISSUE.....FOR

# Trends... region by region How's Business... retail sales at a glance Stock Market Report... the industry on Wall Street ECONOMIC CURRENTS: Just Ahead... Big Gains in Appliance Volume MORT FARR SAYS: Let's Stop Making Bankruptcy Profitable There's Still Profit in Electric Housewares KEN WARNER Housewares, Housewares, Everywhere HOWARD J. EMERSON What's New in Housewares? NARDA'S Annual Cost of Doing Business Survey He Plays the Angles to Sell Kitchens SPECIAL REPORT: Sound

Spotlite . . . a quick look at what's going on

Are you making money in housewares? You can't enswer that question until you've read and studied this preventive article which suggests that the yardsticks we've always used to measure profit may be all wrong. Your whole future in bousewares may revolve on understanding the "facts of life" explained in this article-

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JAMES J. CASSIDY

JOHN A. RICHARDS

Exclusive — that's the word for our preview of what's new at this month's Atlantic City Housewares Show. Reading this is the next best thing to being there in person. Read it and you'll agree.

There are two sides to every story and you'll find the "happy" side of NARDA's armusi Cost of Boing Business survey explained here. While it's true that not dipped once again, where are cartain other statistics which, surprisingly sneugh, showed improvement.

What do you want to know storeo? You'll find all the answers in this Special Report, together with complete, up-to-the-minute articles on portable chord organs and imported radios. Last year's Special Report on Sound was a smash hit and this one is better yet. And next month, watch for our big fact-packed Special Report on TV.

Look Who's Selling Organs Now	JOSEPH KELLY	74
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What's Happening to Stereo?

Imports Pack a Wallop

with these sensational



MODEL 202-A \$6.95 RETAIL

> Sell 12 for - - \$83.40 Pay for 11 - - 48.18

You make - \$35.22

No. 3135 MODEL 206 \$9.95

> Sell 6 for - - - \$59.70 Pay for 5 - - - 31.35

You make - \$28.35

\$

DEAL No. 203-D MODEL 203-D \$4.95 RETAIL

> Sell 12 for - - \$59.40 Pay for 11 - - 34.32

> You make - \$25.08



Order 6 No. 202-A and get one No. 203-D FREE!

Total Sales - - \$46.65 Total Cost - - 26.28

You make - \$20.37

HANKSCRAFT — First Name in Automatic Steam Vaporizers

For steam that's fast, safe and soothing, specify Hankscraft vaporizers — they're family favorites from coast to coast. The Hankscraft vaporizer line incorporates the latest advancements in automatic steam vaporization — each model guaranteed to give trouble-free, completely safe performance. Order these "plus profit" deals today and make the vaporizer season a profitable one.

Nationally Advertised in: GOOD HOUSEKEEPING 
• LADIES'HOME JOURNAL • PARENTS' • TODAY'S HEALTH



Merchandising VOL. 91, NO. 7

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HANKSCRAFT COMPANY . REEDSBURG, WISCONSIN

What makes **HOOVER** the biggest name in floor care?



It's the Hoover bonus that's rarely needed! For Hoover appliances are engineered to stay on the job, year after year.

But if service is needed, Hoover offers the best—both for you and your customers. That's especially important in these days of generally poor appliance servicing which so often creates dissatisfied customers.

We have 210 service stations, manned by trained

mechanics and strategically located throughout the country. What's more, most of these service stations stock parts for even 25-year-old Hoover cleaners! So a replacement part is seldom more than a day away from you.

It's that kind of service that keeps Hoovers in service (instead of in the shop). Nice to remember when you're selling a customer a cleaner or polisher. The Hoover Company, North Canton, Ohio.

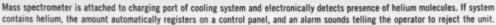
HOOVER.

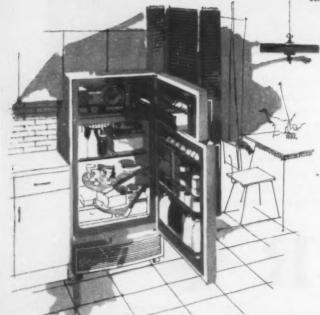


FINE APPLIANCES . . . around the house, around the world

THE QUALITY OF HOTPOINT

ONE OUNCE IN 30 YEARS





Hotpoint Refrigerator-Freezer with new Swing-Out Shelves Model 9EW12

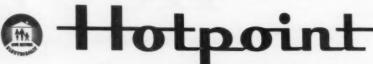
A microscopic leak in a refrigerator's cooling system will cause loss of refrigerant and unit failure. To protect against this leakage, every Hotpoint unit is subjected to the industry's most demanding leak test.

After immersion in a water tank to test for obvious leaks, a vacuum is drawn on the system, and it is put into a special helium-filled chamber for 10 minutes. Helium molecules are among the smallest known to man, and, if even microscopic leaks are present, the gas will be drawn into the system by the vacuum.

Then, the entire atmosphere inside each refrigeration system is tested with a mass spectrometer—an instrument so sensitive that it can detect one part of helium in 20,000 parts of air. If helium has leaked in, it is detected, and the system is rejected. The mass spectrometer eliminates any possibility of human error . . . the magic of electronics finds leaks so minute that it would take 30 years before the unit lost one ounce of refrigerant.

Testing such as this safeguards the quality of every Hotpoint appliance. Sell Hotpoint quality and you sell customer satisfaction.

Hotpoint Dealers' profit opportunities are greater than ever before . . . If you're not a Hotpoint Dealer, you should be!



A Division of General Electric Company, Chicago 44, Illinois

# QUICK-CHECK OF BUSINESS TrendS

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1947-1949=100)	167	173	119	<b>26.8% up</b> (4 Mos. 1959)
RETAIL SALES total (\$ billions)	18.0	17.9	16.5	<b>9.4% up</b> (4 Mos. 1959)
DEPARTMENT STORE SALES index (1947-1949=100)	145	140	134	<b>7.9% up</b> (5 Mos. 1959)
CONSUMER DEBT owed to appliance-radio-TV dealers (\$ million)	347	348	342	.4% more (4 Mos. 1959)
FAILURES of appliance-radio-TV dealers	28	28	37	31.1 % less (5 Mos. 1959)
HOUSING STARTS (thousands)	134.0	137.0	108.5	<b>33.8% up</b> (5 Mos. 1959)
AUTO OUTPUT (thousands)	546.8	578.8	349.6	<b>43.1 % up</b> (5 Mos. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	320.9	315.8	306.1	<b>4.8% up</b> (1st Quar. 1959)
LIVING COSTS index (1947-1949=100)	123.9	123.7	123.5	.7 % up (4 Mos. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	20.4	19.9	19.9	2.5 % up (1st Quar. 1959)
UNEMPLOYMENT (thousands)	3,389	3,627	4,904	16.2% down (5 Mos. 1959)

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau)

You'll be smart to keep your eyes on the figures in the Quick-Check Table (above) in the months ahead.

They tell a story of increasing good times which you ought to be cashing in on.

Three key indicators to watch are (1) retail sales; (2) consumer debt; and (3) disposable income.

You'll notice that retail sales have turned upwards. Indications are that this trend will continue for the rest of the

There was a tremendous spurt in overall consumer debt in April, the increase being the biggest monthly gain since the boom days of 1955. Automobile paper alone, on a seasonally adjusted basis, shot up \$220 million.

Finally, watch for gains in disposable income in the months ahead. The significant thing to remember is that many of the gains will be real ones—they won't be offset by higher prices.

Don't get all excited about a \$100 Japanese transistor TV set.

It doesn't exist—not at that price.

We've talked to importers who've just returned from Ja-

pan. They've seen the set—and you can take a look for your-self by turning to page 71 of this issue. It's a true battery-powered portable. But it's not nearly as compact and light-weight as Philco's new portable, for example. The Toshiba set has an eight-inch tube and weighs about 30 pounds. It's in limited production now and perhaps by 1960 there will be some imports here. For the moment, however, most of the output is going to the Japanese domestic market.

About that price. Nobody knows where the \$100 rumor started. But the people we've talked to point out that the 32 transistors in the set would cost almost \$50 themselves. In addition, one of the transistors used in the set is extremely difficult to produce and it's likely to run up cost and hold down availability of the unit.

In short, neither you nor anyone else is likely to be selling a \$100 portable in the near future.

The summer will come and go with no new excise tax on room air conditioners.

Originally the Internal Revenue Service had planned to issue a "definition" which would have subjected units of one hp. or more to the tax which has always applied to Continued on page 10



### waterless cooker

#### with automatic heat control

Only West Bend offers the appliance that prepares a complete family meal — meat, potatoes, vegetables, a sauce and pudding — all under one cover! Automatically controlled heat eliminates "pot watching." And thanks to waterless cooking, Mrs. Homemaker serves her family more naturally flavorful meals. Keeps kitchen cool for comfortable summer-time cooking, too! Contact West Bend today for details on this all new appliance.

a complete family of immersible appliances



ene heat control serves all feur \$5.95 AUTI SK





WEST BEND ALUMINUM CO.,

Dept. 187,

West Bend, Wisconsin

#### trends CONTINUED

smaller units. The industry has been expecting such a move to come by July 1.

Now, however, IRS is going to consider changing its regulations on the problem rather than just changing a definition; this will take more time.

The reason for the IRSs change of heart lies in a Circuit Court of Appeals decision in the Cory case in which the court held that all room units, regardless of horsepower, should have been subject to the tax all along.

The discomfort index may be in danger.

Already it's been renamed the "temperature-humidity" index. Last month we explained how dealers could use this new Weather Bureau statistic in selling air conditioners.

In the month since the DI made its first public appearance a number of local groups have objected to its publication. Hotel men and travel and resort bureaus claim that it's bad publicity for their town.

Since the DI is issued at the option of the local Weather Bureau, some of these complaints may lead individual Bureaus to stop publication of the index. You should be alert to this possibility and, if you find the DI useful, tell your weather man so and ask him to continue issuing it.

Chances for passage of a Fair Trade bill during this session of Congress remain as poor as reported here last month.

During the last month, however, there's been some speculation over whether passage of a federal Fair Trade bill (which many dealers want) wouldn't pave the way for Congress to wipe out the exemption the retail trades have enjoyed from federal wage-hour laws.

Talk of broadening coverage under this law is as old as the law itself. The Administration supported legislation again this year to include retail employees but no action is likely this session.

In the meantime, Washington observers say the threat to withdraw the retail wage-hour exemption is not going to influence the chances of the Fair Trade bill very much one way or another.

Don't write off the tape cartridge just yet.

It's back in the news in a big way with June announcements from RCA (that it was shipping its semi-automatic machine now and would ship the automatic later on in the year) and from Bell Sound (that it was introducing five cartridge machines).

All of this stands in strong contrast to the news emanating from the Electronics Parts Show in May when a number of tape people seemed to be moving strongly in favor of reel to reel tape. The Parts Show activity seemed to indicate that the cartridge, while not dead, was some way off in the future. But now the reel vs. cartridge debate is on again.

Everybody has a survey to prove that business is going to be good for the rest of the year.

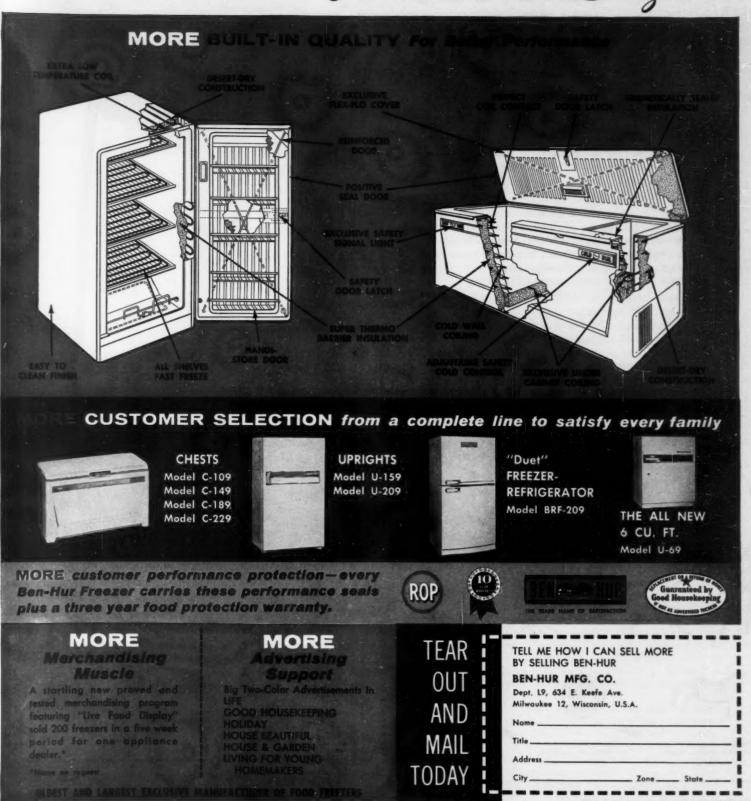
Eighty-eight percent of housewares manufacturers told the National Housewares Mfrs. Assn. that they expect their gross to go up in 1959. Seventy-eight percent of retailers queried by the Bureau of Advertising of the American Newspaper Publishers Assn. say they expect summer business to top last year. Dun & Bradstreet's quarterly survey of businessmen showed "bright" prospects for sales and profits in the third quarter. And 99 percent of merchants reporting in a survey conducted by the National Retail Merchants Assn. say second half sales will be ahead of 1958 levels.

#### YOU'VE GOT MORE TO SELL...

#### WHEN YOU SELL

# BEN-HUR

America's Finest Freezer



HOW IS YOUR FREEZER BUSINESS? BEN-HUR SALES MORE THAN DOUBLED LAST YEAR!

# IT'S NEW...AND TRUE! 4 to 18 cup capacity...and a beauty!

# CORY

JUBILEE

4 to 18 cup automatic percolator

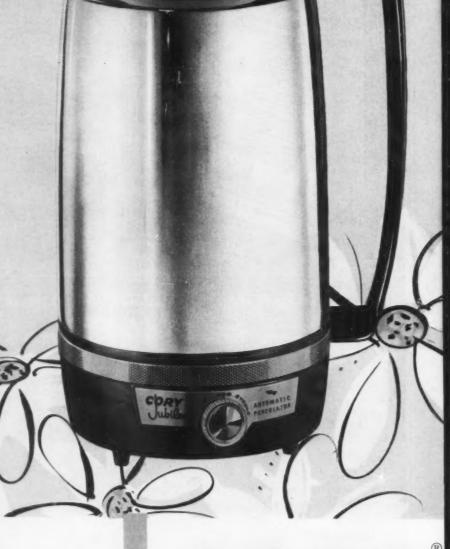
In this latest Cory creation, quality and quantity combine to attract a new market for "party perk" sales.

Jubilee is true to the Cory tradition of bringing out the finest flavor of any kind of coffee.

There is no guesswork. The hostess simply adds water and coffee according to the cup markings on basket and body. She turns the dial to select mild, medium or strong flavor, then joins her guests. When the coffee is ready, the flavor selector lights up in a cheerful glow. Then Jubilee keeps coffee at serving temperature automatically.

And please note: the beautiful new Cory Jubilee styling ... the new and modern decanter-like pouring lip ... dripless and easy to clean. There is no place for coffee deposits to build up and spoil the taste of the fresh-brewed coffee. The pouring lip itself is tasteless and odorless ... a shockabsorbing thermo-plastic that won't crack or stain.

Party-size in capacity, the Jubilee is party-pretty in its design. Ebony-like plastic sets off the gleaming chrome body two gold-tone bands and gold nameplate. The new design concept flatters any table or buffet setting...formal or informal.





Thermoplastic pouring lip absorbs shocks, resists boiling temperatures



Flavor selector dial rim lights up and glows when coffee is ready



Brews and serves 4 to 18 cups of flavorful coffee. Another quality product of

CORY

CORY CORPORATION
3200 W. Peterson Avenue, Chicago 15, Illinois

SPECIFICATIONS: Model D18P Cory Jubilee® Automatic Electric Percolator. 4-18 cup serving capacity, 600 watts, 115 volts, AC only, UL approved. Dimensions: 14" high by 5½" diameter. Ship wt. 5 lbs. Retail price \$35.00

# trends

#### **REGION BY REGION**

#### THE EAST

By John A. Richards



Discomfort index brings comfort to eastern dealers . . . But fan sales lag . . . Laundry, refrigeration move well but TV is slow

THE big hero with eastern appliances TV dealers was M.Q.

That's "misery quotient" or, under the new Discomfort Index, a reading of 80. The weather made nine out of ten people miserable for enough back-to-back days to zoom air conditioner sales. Temperatures shot up to 95 degrees in Boston and Philadelphia, to the low 90's in New York, before scampering back to 53 degrees.

The hot spell did the trick. Philadelphia rocked with air conditioning activity. Dealers there overtook last year's business in early June. Boston was also alive. One distributor cleaned out his stock by mid-month and showed a 10 percent gain over 1958. In Waterbury a dealer sold as many air conditioners in two weeks in June as he did all last year. That was a story repeated in varying degrees along the eastern seaboard to below Washington. Buffalo, Rochester, and Albany, not boisterous air conditioning areas, shared in the weather's sales blessings. In particular, metropolitan New York -from the Battery up to the Yonkers line and beyond, experienced a crush of sales. Northern New Jersey, especially the Summit, Madison, and Paramus-Spring Valley areas, likewise had splurges.

The loud bang in air conditioners was echoed by a meek pop in fans. Geographically the fan sales curve followed that of air conditioners but at a lower level. "Fan business is good," said a Brooklyn dealer, "but far from spectacular." "What surprises me is the lack of vigor in fan sales," said a Summit, N. J. dealer. In Yonkers fans were selling but off 1958's pace.

There was some serious jockeying for second place behind air cooling equip-

ment. Laundry and refrigeration was good for both a Buffalo and Boston distributor; they were ahead a few points for a Yonkers dealer, ahead a strong 10 percent for several northern New Jersey dealers. However, freezers were gaining in Washington, and Boston freezer business had distributors five percent and more ahead on the year to date. In Philadelphia a big independent dealer had his best May in years, largely because of good refrigerator and washer business.

TV continued to disappoint eastern dealers. The exception was with portable TV, especially remote control units which proved a "life saver" for a Boston distributor. With console TV business generally slumping along with stereo and hi-fi it remained for portables to jack up electronics sales. For some Manhattan, Westchester, and Nassau dealers portables were accounting for 80 percent of current TV business. In widely scattered places like Philadelphia and Buffalo color-TV was moving at a heartening pace. Nevertheless, TV was generally "sad".

Dealers looking at horizons saw some changes in the landscape. S. Klein on the Square smashed into Westchester with a 100,000-square-foot major home center. Abraham & Straus finally opened its big Brooklyn home furnishings annex. In Levittown, Newmark & Lewis added a highway outlet, and Friendly Frost opened in a carpet center location at Carle Place.

#### THE MID-WEST

By Ken Warner



Inventories melt away in the sun, as dealers make air conditioning hay ... Refrigeration starts to move...

The tent show returns.

T'S been years since we've sent so many trucks loaded with air conditioners out in one week."

That's a Chicago specialist in appliance delivery talking, and his comment is echoed all over the Midwest's "hot belt," which may be roughly defined as that part of the Midwest people do not go to for large-scale summer vacations.

In Chicago, the situation is hot, both literally and figuratively. Some distributors now have waiting lists on certain models. For most dealers, any elderly inventory on hand is strictly from choice, and not many are so choosing. Having liquidated non-current models, the general opinion in the city is that buying from here on out will be as much of a buy-back basis as possible. "I just don't trust the weather," says one realist.

Out amid the cornfields, the same situation prevails, though non-Chicago dealers seem to have considerably more optimism. At any rate, late in June, some were still buying every day, though with some signs of slacking off.

All this is coming on top of other good business. TV never really stopped selling, for example, and Chicago dealers say the last two months have been really good. So good for one man that he skipped a long-awaited vacation to tend the store. In Chicago, the always-tardy general indices look very good. A recent Chicago Tribune market data report indicates that this may be a "new boom" rather than a "recovery." The February production index for the metropolitan area, for example, increased 20 percent over last year, which is the highest point reached since September, 1957. Checkbook spending and bank clearings are up well over five percent. And both home-building and new car sales are up major percentages.

There is, according to dealers both in and out of the big towns, a definite move to the high end in stepped-up refrigerator sales. "We're not only moving more boxes, but they're bigger boxes," says one Michigander. Another dealer adds: "The new features are making it easy to sell. You can talk for an hour on the high-end stuff at a good price, and if you don't close on that unit, the step-down is so attractive that the deal gets made right now."

Unlike the fabled Arabs, Midwest dealers are not folding their tents this summer. Tent shows, ranging from full-scale circuses to simple "We're out on the edg. of town with good prices" productions are commonplace in terms of numbers. They are happening by the dozens in all the states in the area. They seem to be work-

# 3 NEW WAYS



**ELECTRIC-AUTOMATIC** 

### Can Opener\*

Fast, easy, safe! Opens cans of all sizes and shapes. Single lever control locks can in position, starts and stops cutting action. Stainless steel cutting wheel easily removed for cleaning; leaves safe, rounded edge on can. Magnet lifts lid. White high-impact plastic case trimmed in chrome. Use on counter top or wall mounted.

\*Dominion's

July Feature

of the Month





NEW!

FULLY IMMERSIBLE

Coffee Maker

Hermetically-sealed unit lets you dunk it under water, or put it right in the dishwasher. Brews either regular or instant coffee—as many as 10, as few as 4, in just minutes. Accurate, preset thermostat assures same delicious flavor every time. Indicator jewel, cup markings. Chrome styling.

# BUILD PROFITS!



### 19 JET Steam and Dry Iron

Nineteen scientifically-placed steam jets provide a blanket of steam over entire sole plate. Fast warm-up, starts steaming in seconds. Changes from steam to dry, dry to steam with the flip of a button. Floating cord for right or left-handed ironing. Temperature selector, thumb rests, chrome styling. 1-Year Replacement Warranty.



YOU CAN WIN IN DOMINION'S FEATURE-OF-THE-MONTH CONTEST



#### LUCKY WINNERS IN APRIL CONTEST

John Pastor io Edison ringfield, Ohio

Mrs. Dorothy Harvey Hall & Knight South Paris, Maine

Miss Gail Cannon Jeff-Ray Appliance & Furniture Burlington, North Carolina

\$250 Appliance Package \$150 Appliance Package \$100 Appliance Package

Mrs. Sue Crafton Crafton's Donora, Pennsylvania

Mrs. Muriel Binnell Friendly T.V. Chicopee Falls, Mass.

Harold N. Karu . Karu Co. rison, New Jersey

Mrs. Mary A. Martin Westbrook Remnant Store Westbrook, Maine

#### Hurry! This month's contest closes JULY 31

Yes, you can win an appliance package worth \$250, \$150, \$100 or \$50. Thirteen winners every month! It's easy. Just fill out and mail coupon. If your coupon is drawn, we will phone you the first week in August. If you can name three of the features of Dominion's new Can Opener shown in this ad, you'll be a winner. All entries must be postmarked by July 31.

#### LUCKY WINNERS IN MAY CONTEST \$150 Appliance Package

Mr. Wesley T. Harris Ted Stoll Electrical Supply Riverhead, New York

Mr. Murray Goldberg The Jewel Box Norfolk, Virginia

Mrs. Alice Hayford Shorey's Old Orchard Beach, Maine r. Robert W. Emmons W. Cleveland Company ortland, Maine

#### DOMINION ELECTRIC CORPORATION, Dept. EM-7, Mansfield, O.

I'd like to win one of the free appliance packages, please enter me in the July contest. I have the Model 2401 Can Opener in stock or on order, and know the features.

(PLEASE PRINT OR TYPE)

Person to call (Mr.Mrs.Miss)\_\_\_

Name of Store\_\_

Address of Store\_

City\_

My Dominion Distributor is\_\_\_

MAIL COUPON TODAY

SEE YOU AT THE SHOW!

Get complete information on Dominion's three new appliances plus the big \$20,000 contest at Housewares Show, July 13-17 at Booths 465-467-469-471

# trends REGION BY

ing, too. One Hoosier ran his for ten days, and was so happy with results, he held it over for another ten.

It's probably this very variety that is making the tent show attractive—you can literally go as far as you like. A suburban Chicago dealer blitzed for three days with animal acts and ringmasters. The pay-off was "fantastic, especially in freezers." A Hoosier—a different one from he who held his show over—ran a successful low-cost deal outside his town. His only cost was the tent, and that was co-oped.

#### THE SOUTH EAST

By William McGuire



Cool weather slows pace of air conditioner sales... Laundry equipment and freezers move well... Stereo lags throughout area

HROUGH early June, the appliance business in the Southeast was throttled back to idling speed. Dealers in most key markets awaited the one thing that could rev it up—heat, followed by room air conditioner sales in volume.

Two to three weeks of rainy days and, to dealers, uncomfortably cool nights, generally washed out the unusually strong early gain most quarters had experienced the first two or three weeks of May. The slack was painfully evident through the first week in June. What had looked like a long, lush air conditioner season might end up being telescoped into six or seven frantic weeks, unless summer has the grace to stay late.

The question . . Had season's start been delayed enough to sow seeds of another goround? A short season will probably mean another round of late-summer dumps and rubber prices, leaving in its wake a cluttered market place for 1960 . . . doubly unfortunate, since this had looked like the year the air conditioner industry might finally catch up with itself, emerging with little carryover and a degree of genuine price stability.

Meanwhile, price was still conceded to be the prime mover. As a name-brand dealer in Charlotte ruefully phrased it, "That off-brand air feels just as cool to a shopper." Those who couldn't compete weren't pushing, content to catch what might come their way, concentrating their sales efforts—and costs—elsewhere. Proof that reverse cycle has found a permanent home in Florida was the blossoming of one-horse leaders—common around the \$230 mark and descending to \$194.44 for an 8.500-Btu model.

Many dealers bridged the gap as best they could with laundry and refrigeration. Washers were moving briskly in most areas, though the bulk of the action was in the \$199 to \$230 low to low-middle category.

The coy summer was also holding down refrigerator volume somewhat. Dealers longed for the old-box breakdowns that 90° can bring. However, chiefly through the medium of the long trade from nearlist, refrigeration continued to establish itself as a predominantly top-end business. It was the 12's and up, the two-doors, the shelf-swingers, the Frost-Proofs that were doing the job.

Barring a shortage, it looked like a good year for freezers in the South. The big demand was for the big units—18's to 24's, though 12's and 13's were getting good play in metropolitan areas. While the lion's share was going to Sears, aggressive independents were making progress.

To establish himself as a factor in freezers, a Charlotte dealer ran 20-foot chests at \$288.88 (with non-fattening margins.) Competing in ads with Sears' justly famous, under \$200, black-gasketed, often promoted but seldom sold 15-footer was a perennial problem. Some were coming close with close-outs, some with off-brands, others with little eight or nine-foot chests.

June found power mower business in the South sputtering along on all cycles. With any cooperation from the weather, a Memphis department store expects to hit 2,000 or better, largely on the strength of its tie-in with a local mower service company. For \$4.50 per unit, the latter contracts to deliver, set up, demonstrate and service for 90 days every mower sold. The store exploits the arrangement with great success in its mower ads.

Briefly, early June saw low to medium washers strong for dealers in Charlotte, Chattanooga, New Orleans, Miami and Memphis, while refrigeration was top seller for merchants in Birmingham, Atlanta and Fort Lauderdale. Television occupied the bottom drawer in Miami, Charlotte, New Orleans and Chattanooga, and laundry lagged in Birmingham, Atlanta and Lauderdale dealerships. The silence from the direction of stereo was deafening. The impending steel strike hadn't slowed business in Birmingham appreciably, yet dealers were becoming increasingly apprehensive as the tension continued to mount.

#### THE GREAT LAKES

The weather's hot and so are appliances . . . Refrigerators set pace in three key areas . . . Stereo moves in Cincinnati

UNE's over in the Great Lakes, and July is coming in strong. One great week of good weather sent air-conditioner and freezer sales booming, and no one's really worried about "distresses" anymore.

Inventories are clean, new models drawing traffic, and with the emphasis on air conditioning as a necessity, not a luxury, dealers in the region are looking for a good year in conditioning sales.

The FTC's ban on comparative advertising has more than one area dealer worried. The biggest complaint seems to be not knowing who is going to wield that "big stick"—if it is wielded at all. But the Cleveland area merchandisers are going along with the ruling, although they're sure it's going to hurt sales.

Sales in the Dayton area, according to one dealer, are on the upswing. Still not booming, but "A lot of people are working and the difference shows in the sales charts."

Great Lakers are watching housing starts mount as the construction season gets into full swing. Though not reporting the boom of other areas, contracts are up around 15 percent for most of the region. Although still a little below the national averages, that's an important increase in the all-important area of new home construction.

Detroit City and the surrounding Michigan districts are appliance happy, dealers there report. Area sales have steadily maintained their strong upturn from 1958 and statistics show that since January 1 they have averaged 15-16 percent higher. Even more specifically, speaking within the past 30 days, outlets have run 19 percent above last year's second quarter.

Crowley's Detroit, though pleased, doesn't go overboard to any great extent. "There are general increases in sales, taking everything into consideration," they say. Sales are up 15 percent over 1958 for them, too, and the store's spokesman believes the sales picture will round itself off to about a 10 percent higher level over 1958.

By items, Detroit appliance sales go like this: Refrigerators and freezers are up 50 percent over '58; portable dishwashers, 100 percent; dehumidifiers and electric ranges up 15 percent; automatics taking a slight nosedive—with a back seat to the conventional wringer-type.

Continued on page 18

### **ABOUT THE** SUNBEAM WEST COAST CONSIGNMENT MARKETING PROGRAM

In January, when Sunbeam Corporation launched its West Coast Consignment Test program, it also introduced an entirely new concept in the marketing of portable electric housewares. This new Sunbeam program, now in effect in the states of California, Oregon, and Washington, is the result of more than a year of intensive work by a merger of outstanding marketing and legal talent.

Under the program, Sunbeam has consigned its appliance line to selected distributors in the West Coast area, who have become distributoragents. Dealers handling Sunbeam products regularly and in quantity are given the opportunity to sign a Dealer Contract, authorizing them to buy from these distributor-agents. No contract is required of dealers purchasing three or less units per month.

THE SUNBEAM CONSIGNMENT TEST PROGRAM IS FUNDAMEN-TALLY SOUND BECAUSE ALL DEALERS ARE PUT IN A POSITION OF PURCHASING EQUALITY AND AT THE SAME TIME "BAIT" ADVERTISING PRACTICES ARE CURTAILED SINCE SUNBEAM WILL NOT SELL ITS CONSIGNED PRODUCTS TO THOSE GUILTY OF BAIT AND DECEPTIVE MARKETING PRACTICES.

Under the program, all dealers both large and small are given equal treatment. The sale through the agent is the original sale by Sunbeam. Thus, Sunbeam has established uniform dealer cost prices, putting all dealers in an equal competitive position.

Sunbeam has announced its policy not to sell its consigned appliances to any dealer who engages in "bait" advertising. Dealer prices are not fixed, however, since all dealers are free to price as they choose in their stores.

The enthusiastic approval of this program by West Coast Distributors and dealers has offered strong indication that Sunbeam has formulated a solid marketing program which will again make it possible for the dealer to operate his Sunbeam portable electric appliance business at a reasonable profit, and with good business ethics.

For over 65 years, Sunbeam Corporation has been dedicated to the twin principles of making the FINEST QUALITY products possible, and of merchandising those products through a mass network of independent distributors and dealers.

As the FIRST manufacturer of portable electric housewares to take positive action toward finding a way to restore the industry to a normal, healthy competitive condition, Sunbeam asks the active support of every distributor and dealer throughout the nation.

Because the stake is a BIG and a MUTUAL one, it will pay every retailer to CONCENTRATE his selling efforts on Sunbeam NOW-the Portable Electric Housewares line produced by the manufacturer who is CONCENTRATING on solving today's marketing problems. Sunbeam the manufacturer who is really trying to preserve distributors and dealers from monopolistic destruction.





THE BEST ELECTRIC APPLIANCES MADE

ELECTRIC APPLIANCES . ELECTRIC SHAVERS . ELECTRIC CLOCKS . POWER MOWERS (GAS AND ELECTRIC) . ELECTRIC POWER TOOLS . RAIN KING SPRINKLERS AND HEDGE TRIMMERS · INDUSTRIAL FURNACES

. ANIMAL CLIPPING AND SHEEP SHEARING EQUIPMENT



# trends REGION BY

#### THE SOUTH WEST

Refrigeration and laundry set the pace . . . TV is slow . . . Air conditioning waits on the weather man

HROUGHOUT the Southwest, May appliance sales showed an increase over April and exceeded 1958 figures, but around Oklahoma City and Dallas, many dealers reported that May didn't live up to expectations and that June sales were falling off rather than gaining.

Oklahoma dealers insist that their cloud has a silver lining in the form of an exceptionally good wheat harvest plus a building boom. Building activity in the Oklahoma City area is running 84 percent above last years' figures and one dealer says, "All things point to a prosperous summer." And in Texas, dealers are encouraged by a recent report by the Bureau of Business Research of the University of Texas that business activity is at a record high and is likely to continue for at least two years.

Around Albuquerque, where hot weather moved in during May, a spurt in air conditioner sales boosted dealers' May charts well over April. Evaporative coolers are doing a booming business with retailers "really cleaning off their floors." Predictions are for a complete sell-out, qualified with a great big "If the hot weather continues."

Air conditioner sales for the rest of the Southwest have been "too spasmodic" to suit most dealers. In an effort to persuade people to buy now and avoid the rush, the Dallas Appliance Dealers Association sponsored "Beat the Heat Week" May 17 to 24, but were disappointed with results.

The all-electric heat pump is rapidly gaining popularity in the Houston-Gulf Coast area but the one-ton-window-type room air conditioner continues to out-sell all types of cooling.

Promotion-wise around the Southwest: Freezers are getting the most attention in Texas. The Montgomery Ward stores in Houston ran a ten-day "Freezerama" in May featuring 60 pounds of choice beef free with every freezer purchase. Central Power & Light in Corpus Christi and Houston Lighting & Power Company are both sponsoring freezer promotions in June.

Wash-and-wear made news in Oklahoma City when department stores, dealers and the Oklahoma Gas & Electric Company joined forces for a special promotion. In a number of stores a utility company home economist washed and dried clothes in a combination while the customers watched as proof that they were really "wash and wear."

Generally, here's the Southwest picture by products—ranges are doing well everywhere but the Dallas area, with builtins especially strong in Central and West Texas. TV is soft except in Little Rock, where it is moving well. Refrigeration is leading in Dallas and Fort Worth, strong in Oklahoma City and Albuquerque, but unaccountably slow in Arkansas. Laundry generally is moving well, with an unusual upsurge in conventional washers around Little Rock and with automatics slipping in the Oklahoma City area. Texas Power & Light reports space heater sales almost double the 1958 figures.

#### THE FAR WEST

By Howard Emerson



Business is good and dealers are getting better prices . . .But areawide survey shows they're unhappy with local conditions

FAR West appliance-TV dealers continued into the last stretch of the second quarter with business at a level keeping practically all of them out of court and putting most of them in a financial condition to send their families on a decent vacation this summer. In the warmer areas, where business is not snowed in during the winter, most dealers found the second quarter slower than the early months of the year, but still well above the 1958 level.

Continuing to characterize the individual dealer's business is "a few extra bucks". This is what he'll admit making this year on almost every major appliance and TV sale when he is pinned down and taken off the subject of margins. The willingness of the public to pay that "nearer to list" price, plus an unrehearsed but general practice of all dealers to advertise prices that leave this more sensible profit, has brought about the situation.

Despite the improvement their books

show in volume and margin per sale, the average dealer is unhappy with the marketing conditions under which he feels he is working. During the survey of every major Far West city which was reported in the last two columns, nearly a hundred dealers were asked: "Have marketing conditions improved in your area?"

Portland, Ore., dealers are almost in accord. "There's been a lot of talk about change, but like the weather, nobody does anything about it. Discounting here has curtailed a bit, but it has changed to giving so much trade-in allowance for an appliance so many years old. But a lot of people who want to trade find that their old appliance doesn't qualify," says Rudie Neuman. "It's the same old battle," says TV dealer Vern Wenger. "But possibly its a bit improved. Some of the people who bought from discount houses have come in here crying about the trouble they've had." "I think business is a little bit more competitive, more dealers here are promoting," reports George Smith. "You have to stay on your toes to keep business, but we've been able to hold up our

In Sacramento, Calif., where discounting took hold more recently, dealers are learning to live with it. Phil Gallen says: "That competition doesn't amount to much . . . regular appliance dealers can sell about as cheap as the discount houses and win customers to their side through good business practices and personal contact." Another dealer there attributes a bettering of market conditions to the manufacturers . . . "they have become more legitimate, improving conditions for regular dealers rather than for the discount house."

Phoenix, Ariz., another city hit more recently by a wave of discounting, has not yet recovered from the initial shock. But, "I think the discount houses here have reached their peak," says Mort Brayer. "They're fighting among themselves. Still people are coming 200 miles into Phoenix to patronize them." Leo Middleton believes that: "The discount houses aren't hurting as much as they did at the start, or as much as we thought they would." Dealers there have been successful in "confusing" the public, hinting that discounters are one-shot deals, that they're selling close-out merchandise, and that the saving isn't what its advertised.

In Salt Lake City, one downtown dealer states: "Discounting has been worse the last few months than ever before. It's about as bad as it can get." With a downtown location he needs 22-24 percent gross—he figures he's averaging about 20 percent recently. A suburban dealer says he can operate with a 17 percent markup. "We are fighting discounting with fire. Everyday is promotion day here . . ."

San Diego dealers have been feeling discount competition for a long time. One dealer there points out that ". . . the proportion of our population that patronizes

Continued on page 20

#### NOW! From General Electric

# 3 INSTANT HEATERS!



MODEL H5 - \$44.95\*

Automatic thermostat. Two heat settings—1620 watts and 1275 watts • Pushbutton controls • Instant radiant and blower-forced heat • Mercury tip-over switch for safety • Luxury furniture look • Neutral beige color • Signal light • Lift-up handle • Rubber feet.



MODEL H6 - \$39.95\*

Automatic thermostat • Tip-over switch for safety • One heat setting, 1320 watts • Lovely furniture styling.

#### MODEL H7 - \$39.95\*

For those customers who want a higher heat output—the H7 is rated at 1650 watts.

**NOW**, you can sell your customers an efficient, beautifully styled General Electric Heater with exciting "Instant Heat"—whatever their heating requirements may be—at attractive price levels!

And, these are General Electric Automatic *Instant* Heaters, *loaded* with built-in extras . . . *high* in customer acceptance.

### There's a fast-selling General Electric Heater for every customer!



MODEL H2-\$34.95\*

Radiant and forced warm air heat
• Automatic thermostat • Portable • Two heat settings • Safety tip-over switch • Signal light.



MODEL H3-\$24.95\*

Powerful fan-forced heat • Thermostat controlled • Easily portable • Safety tip-over switch • 1320 watts • Quiet.



MODEL H4-\$19.95\*

Automatic thermostat • Fanforced heat • Light, portable for use anywhere • Safety tipover switch • A real value.

Progress Is Our Most Important Product

GENERAL 🍪 ELECTRIC

### EXCITING HEATER DEALS

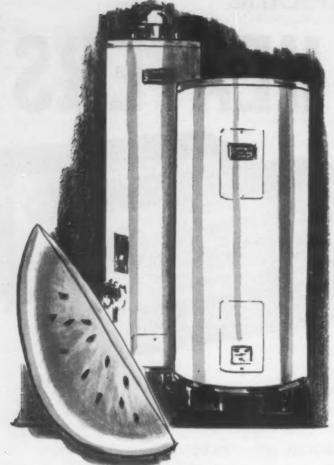
General Electric is launching three of the most exciting heater deals ever—with more profit for you than ever before!

Now is the time to deal yourself in and stock up for the big selling season ahead.

Ask your General Electric distributor today how you can cash in on this big event.

General Electric Company Automatic Blanket & Fan Dept. Bridgeport 2, Connecticut.

\*Manufacturer's suggested list price



No matter
how you slice it . . . you get
a bigger cut of profit
with

### TOASTMASTER

Automatic

Water

Heaters

"Toastmaster" Automatic Water Heaters provide you with the year-in, year-out big-ticket appliance for which there is constant demand. If you'll trouble to look over your own trading area, you'll discover that water-heater sales and installations comprise a big percentage of business for dealers who are taking advantage of the potential. A water heater is essential to every household, new or old and in many commercial applications as well.

(About 63% of all water heater sales are replacements) Water Heaters offer you an opportunity to trade up to bigger and better models . . . providing greater customer satisfaction, and offering a wider profit margin for you. (And Toastmaster Automatic Electric and Gas Water Heaters are available in capacities to fit any standard and many special needs). So get your bigger slice of profit . . . by selling quality.

Sell "Toastmaster" Water Heaters!



#### McGraw-Edison Company

Clark Division, 5201 W. 65th St., Chicago 38, Illinois

"Toastmaster" is a registered trademark of McGraw-Edison Company, Chicago. Copyright 1959 by McGraw-Edison Company. them is higher than elsewhere because of the large number of government and Navy personnel." Another dealer, Bob Helland is meeting such competition at stores in La Mesa and El Cajon by "playing both sides of the street." He is featuring "discounts" and "discount house" on his windows to compete for new customers and he is using a special direct mail program to his regular customers to keep them from going to discount houses.

In Bakersfield, Calif. while the local discounters are, says one dealer, "annoying", they are not the biggest headache. That is still transshipping from nearby Los Angeles. Not only does it cut into the volume of the Bakersfield dealers, but because of the frequency with which poor merchandise is sent, the brand names of the local dealers are injured.

# Manufacturer Shipment Statistics

Estimated industry shipments of major appliances (electric and gas) radio and television

	1959	1958	96
	(Units)	(Units)	Change
	10 100	0	
DISHWASHERS	42,600 168,800	26,700 119,200	+59.55 +41.61
4 MO3.	100,000	117,200	+41.01
DRYERS, CLOTHES, ElectricApr.	43,945	27,875	+57.65
4 Mos.	260,630	208,348	+25.09
Ges Apr.	23,807	10,600	+124.59
4 Mos.	130,050	82,126	+58.35
FOOD WASTE DISPOSERSApr.	63,200	40,000	+58.00
4 Mos.	232,300	175,000	+32.74
FREEZERSApr.	112,900	79,300	+42.37
4 Mos.	403,700	284,200	+42.05
INCINERATOR, GasApr.	3,500	3,900	-10.26
4 Mos.	13,200	15,600	-15.38
- 1100,	.0,200	.0,000	10.00
RADIOS, Home-Portable-Clock Apr.	617,837	439,721*	+40.51
(production) 4 Mos.	2,851,691	2,212,368*	+28.90
RADIOS, AutomobileApr.	100 0 14	100 405	1 101 70
(production) 4 Mos.	422,346 1,786,168	190,435 1,043,470	+121.78 +71.18
(production) 4 mos.	1,700,100	1,043,470	T/1.10
TELEVISION (production) Apr.	389,251	302,559	+28.65
4 Mos.	1,779,801	1,523,858	+16.80
RANGES, Electric-Standard Apr.	79,700	58,300	+36.71
4 Mos.	347,100	283,200	+22.56
Built-InApr.	56,400	37,300	+51.21
4 Mos.	217,000	148,000	+46.62
RANGES, Gas-StandardApr.	139,100	133,500	+ 4.19
4 Mos.	548,200	503,400	+ 8.90
Built-InApr.	28,800	14,800	+94.59
4 Mos.	92,400	56,600	+63.25
REFRIGERATORSApr.	301,000	210,800	+42.82
4 Mos.	1,197,100	905,800	+32.16
VACUUM CLEANERSApr.	317,402	247,293	+28.35
4 Mos.	1,177,871	1,029,831	+14.38
WASHERS, Automatic & Semi-Auto Apr.	202,259	166,468	+21.50
4 Mos.	903,836	778,549	+16.09
Wringer & Spinner Apr.	72,113	58,428	+23.42
4 Mos.	286,521	247,214	+15.90
		,	1
WASHER-DRYER COMBINATIONSApr.	11,507	11,847	- 2.87
4 Mos.	65,222	50,002	+30.44
WATER HEATERS, Electric (Storage) Apr.	71 100	40 800	+ 3.80
4 Mos.	71,100 284,300	68,500 256,800	+10.71
4 Mos.	204,300	230,000	10.71
WATER HEATERS, Gas (Storage) Apr.	261,900	221,900	+18.03
4 Mos.	1,053,700	895,200	+17.70

\* Revised

Sources: NEMA, AHLMA, VCMA, EIA, GAMA

NOW...FOR FULL PROFIT SALES TO MILLIONS

### The World's First Low-Cost Portable Electrostatic Air Cleaner!

# Lectrofilter



Here's the newest, hottest full-profit-maker available today to appliance dealers! Everyone of the millions who suffer from hay fever, asthma or who are allergic to dirty air is an immediate prospect! And Lectrofilter costs far less than any other high voltage electrostatic cleaner ... cleans far better than any unit combining an ordinary filter with ultra-violet lamps!

#### Lectrofilter removes up to 99.5% of airborne dust and pollen...by actual test!

Here is the first really practical answer to the problem of dirty airand it means volume sales at full profits to dealers everywhere!

Tests prove LECTROFILTER removes up to 99.5% of airborne dust and pollen-and spores, fly ash, and even smoke as well! It gives wonderful relief to hay fever and asthma sufferers, lessens dusting and cleaning, cuts decorating costs, pays for itself in savings and better health!

The secret? LECTROFILTER works electrostatically! Thousands of filter fibers are charged electrically so each one attracts airborne particles as if to a magnet!

LECTROFILTER provides all the benefits of the principle used in large, costly industrial dust-collecting systems . . . yet because of a new electrostatic generator of a type used in nuclear research, it costs no more than units with ordinary filters and ultra-violet lamps!

In addition, LECTROFILTER circulates the air, freshens it, and kills germs with ultra-violet radiation. It plugs in anywhere . . . carries easily everywhere. And it consumes no more power than a 50-watt bulb.

Dealers who stock LECTROFILTER now will profit most with this amazing new development. Send the coupon below today for full details.

#### COOLERATOR DIVISION

Albion, Michigan

#### McGRAW-EDISON COMPANY



Finest in Home Comfort Appliances





#### MAIL THIS COUPON TODAY!

COOLERATOR DIVISION, DEPT. AC-7

McGraw-Edison Company, Albion, Michigan

Please send complete information about the new LECTROFILTER Portable Air Cleaner opportunities.

DEALER NAME

STATE

how's business?

Here's the answer for 27 key markets which cover 18% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with the most authentic, timely index of retail sales yet available. It's an ELECTRICAL MERCHANDISING exclusive.

pril figures: 00 Year to date figures: 00	Refrig- erators	Freezers	Flectric Ranges	Electric Water Heaters	Washers	Clothes	Dish- washers	Room Air Condi- tioners	TV
N THE EAST									
United Illuminating Co.	+23	+20	+17	-10 - 25	+11	+24	+31	<b>- 8</b> - 39	+11
N. Y. State Electric & Gas Corp.	- 9	- 6	+ 5	<b>-27</b> - 12	-13 + 1	-16 - 5	*	<b>-64</b> - 45	*
Jersey Central Power & Light Co.	+19	+13	+ 3	- 14	+18	- 6	- 5 + 5	+38	+13
New Jersey Power & Light Co.	+ 5 + 20	+10	- 3	+25 + 17	+ 1 + 13	+ 1 + 20	+69	<b>+61</b> + 39	+3
Philadelphia Electric Assn.	+19	+90	+ 3	+14 - 10	+ 14	- 1 - 27	+35	<b>-31</b> - 17	+1
Pennsylvania Electric Co.	+ 7 + 11	+36	+26	+19	+15	- 9	+25	<b>-53</b> - 36	+
West Penn Power Co.	+31	+44	+13	+10	+26 + 21	+19	+ <b>78</b> + <b>79</b>	+15 +14	+1
N THE MIDWEST									
Dayton Power & Light Co.	+ 5 + 20	+ 3 + 12	<b>-13</b> - 3	+14	+ 1	<b>+ 7</b> + 12	+104	+ 2	+2
Commonwealth Edison Co.	*	+15 +12	+30	+ 10	*	<b>4 5</b> - 3	+74	<b>- 2</b> - 17	*
Kansas Gas & Electric Co.	+17	+25	<b>-13</b>	<b>-24</b> - 16	+43	<b>-16</b> - 8	+30	+53 + 26	- 1
Kansas Power & Light Co.	+ 2	+14	+ 1	<b>- 5</b> - 16	-15 - 14	- 7 - 11	*	<b>- 7</b> - 12	+1
Nebraska-lowa Electrical Council	+38 + 36	+37	+ 8 + 19	+21	+19	<b>+28</b> + 38	+314	-17 - 49	+1
IN THE SOUTH									
Kentucky Utilities Co.	<b>-29</b> - 5	+24	-11 - 3	-19 - 8	+ 3	+ 8 + 2	+13 +31	-10 - 25	-1
Chattanooga Electric Power Bd.	+33	+16	+55 + 21	+13 +15	+ 5 + 3	+ 7	<b>+525</b> + 153	+31 + 24	+2
Nashville Electric Service	+23	+22	+ 9	+ 7	*	+ 5	*	*	1
Florida Power Corp.	+54	+60 + 52	+38	+19	+14	+ 3 + 16	+31 + 112	<b>+23</b> + 39	+2
Florida Power & Light Co.	+25 + 25	+225	+15	<b>-28</b> - 6	+12	+ 3 + 1	+82 + 22	+ <b>76</b> + 34	+5
Tampa Electric Co.	+47	+ 15	+ 32	+43	-11 - 10	+182	+ 16	+17	+
IN THE SOUTHWEST									-
Dallas Power & Light Co.	+57	+26	+ 5	-25	+31	+65	+77	-22	+2
Gulf States Utilities Co.	+ 23	+ 36	+11	- 12 - 4	- 8	+ 5	+ 31	+ 14	+,
El Paso Electric Co.	+39	+125	+14	+31	*	+ 2 +45	+54	-45	-
Southwestern Electric Power Co.	+ 55 +19 + 5	+ 55 +31 + 23	+ 47	+46	+15	+ 2 +18 - 1	+184	- 3 +19	+
New Orleans Public Service, Inc.	+42 +13	+ 4 + 2	+61	+ 104	+29 +12	+57	+ 79 -36 - 2	+ 5 +25 - 15	+2
IN THE WEST	713	T 2	+ 23		+12	+ '	- Z	- 13	+
Idaho Power Co.	-12 + 4	-11	-12 + 2	- 3	- 4 + 4	<b>-20</b> - 14	*	*	2
Pacific Gas & Electric Co.	+33 +27	+53 +58	+16	+19	+24	+17	<b>+25</b> + 35	+31 +30	+1
Pacific Power & Light Co.	+ 5 + 7	+ 1 + 6	+ 3	+14	+ 9	<b>-25</b> - 22	+24 + 36	+282 + 58	-
Washington Water Power Co.	<b>- 7</b> - 6	- 8 + 4	-11 - 7	<b>-13</b> +12	<b>- 5</b> + 3	-13 - 4	+18 + 24	-15 - 6	+
NATIONAL									-
April	+22	+30	+14	- 2	+12	+ 4	+37	+ 2	+

\* Not Available \*\* Rev

# Young families are the big buyers of appliances in Chicago



Your prime prospects for appliances are the young householders with growing families to bring up.

In Chicago and suburbs the Sun-Times reaches more young men and women up to 35\* than any other Chicago newspaper.

Your advertising—in full color or black and white—is sure to reach these "biggest buyers" when you run in the Sun-Times.

Young families

read the

**CHICAGO SUN-TIMES** 

... more than any other paper

\*Source: Publication Research Service Study No. 5

ELECTRICAL MERCHANDISING-JULY, 1959

PAGE 23



Miss AELF says "It's one for the money"

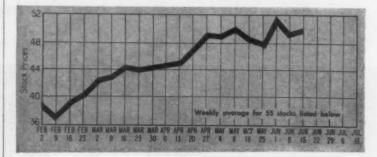


SWING-A-WAY MANUFACTURING COMPANY • ST. LOUIS 16, MISSOURI

### taking stock:

in which the stocks of 55 key firms within the industry behaved during the past month. This unique summary is another exclusive service for readers of ELECTRICAL MERCHANDISING.

How The Industry Behaved Week By Week



STOCKS AND DIVIDENDS		759	CLOSE	CLOSE	NET	
IN DOLLARS	HIGH	row	MAY 11	JUNE 15	CHANGE	
NEW YORK EXCHANGE						
Admiral	291/2	171/6	27	23%	- 3%	
American Motors 240	43%	251/8	391/2	371/4	- 21/4	
Arvin Ind. 1/2D	36%	231/2	32%	241/8	- 8%	
Black & Decker 2	671/2	53	63%	6134	- 2	
Borg Warner 2	441/2	37%	421/2	4136	- 11/4	
Bulova .45G	20%	131/2	18	161/6	- 1%	
Carrier .80G	481/2	41	431/4	421/2	- 36	
Chrysler 1/2G	72%	50%	66%	65%	- 5%	
Daystrom 1.20	4934	34	47	40	- 7	
Decca Records 1	211/4	171/8	181/4	1734	- 34	
Emerson Elec. 1.608	69%	481/4	691/2	581/4	-111/4	
Emerson Radio 3/sT	26%	13%	25%	18%	- 61/2	
Fedders 1	221/8	161/2	20%	20	- %	
General Dy. 2	661/2	531/2	61%	56%	- 51/2	
General Electric 2	84%	74%	80%	80%	- 1/4	
General Motors 2	52%	45	49%	50	+ 1/4	
General Tele 2	73%	60	711/2	65%	- 5%	
Hoffman Electric 1	86	36%	791/4	611/2	-1734	
Hupp ¼F	71/4	51/4	6%	63%	1774	
Magnavox 11/2B	70	481/4	661/4	56	-101/4	
Maylag 3.20	911/4	45%	86	811/4	- 47/4	
McGraw-Edison 1.40	451/4	371/4	42	4434	+ 234	
Mpl. Honeywell 1.60A	1371/2	1111/2	1341/4	1251/4	- 9	
Minn. Mining & Mfg. 1.40	1511/2	1111/2	1451/2	13834	- 63/4	
Montgomery Ward 2	49%	401/2	48%	461/4		
Monarch 1.20	24				A/8	
Motor Wheel .30G		18%	21%	21	- 1/8	
	191/4	16	161/2	171/2	+ 1	
Motorola 1½	130	571/2	113	105	- 8	
Murray	31%	26	29	271/2	- 11/2	
Philoo	36%	21	351/6	30%	- 41/2	
R.C.A. 1A	71	431/9	691/8	631/6	- 6	
Raytheon 3F	73%	511/2	68	51%	-16%	
Rheem	25%	18	23%	221/2	- 1%	
Ronson .60	14%	101/4	11%	10%	- 11/4	
Roper	34	191/4	30%	28%	- 11/8	
Schick	151/4	12	14	12%	- 11/4	
Smith (A.O.) 1.608	631/2	441/4	61	58%	- 21/4	
Sunbeam 14OA	661/2	50	55	581/2	+ 31/2	
Welbilt .07E	7%	3%	5	6%	+ 15%	
Westinghouse 2	971/2	701/2	851/2	911/6	+ 5%	
Whirlpool 1	38%	29%	38	371/4	- 3/4	
White Sewing	131/6	7	11	10%	- 1/8	
Zenith 1	136%	921/2	104%	129%	+24%	
AMERICAN EXCHANGE					1	
Casco Pd30G	81/2	45%	61/6	7%	+ 11/2	
Century Elec. 1/2	111/4	91/4	10	10	-	
Du Mont Lab.	9%	6	934	71/8	- 11/8	
Herold Rad.	121/6	5%	10%	9	- 134	
Ironrite .10G	7	51/2	51/6	51/6	-	
Lamb. Ind.	5	31/6	37/6	35%	- 1/4	
Muntz TV	234	156	21/4	21/4	- "	
Silex	5	21/8	41/6	43%	- 1/2	
Singer 2.20	54%	4534	47%	49	+ 13%	
U.S. Air Condit05E	7%	45%	5%	51/2	- 1/0	
MIDWEST EXCHANGE	1 //	4/6	376	3/1	/*	
Knapp Monarch	_	_	41/6	41/4	+ 1/8	
Trav-ler Radio			91/2	83%	- 11/2	
Webcor			16%	14	- 2%	

A—Also extra or extras. 8—Annual rate plus stock dividend. D—Declared or paid in 1959 plus stock dividend. E—Pald last year. F—Payable in stock during 1959 estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. T—Payable in stock during 1958, estimated cash value on ex-distribution date.

SELL THIS
SEAL...and
SEAL...SEAL
SYOUR
SALE!

The Hamilton Beach
5 year guarantee is a
proven sales clincher...
it increases advertising
effectiveness...helps
make the sale at the
point of sale. It pays
you to Sell the Seal.

SEE 5 NEW HAMILTON BEACH SALES SEALERS INSIDE!

EARS

# SEAL THE SALE WITH



SPECIAL INTRODUCTORY OFFERS...SEE YO

# ITH HAMILTON BEACH



INTERN HAMILTON BEACH

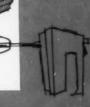
Most powerful lightweight mixer made... the new Model 45 Mixette



New Convenience all controls on top of handle



New one hand beater ejector



Famous stands-on-end feature



YEARS

her Washable

SEE YOUR HAMILTON BEACH DISTRIBUTOR!

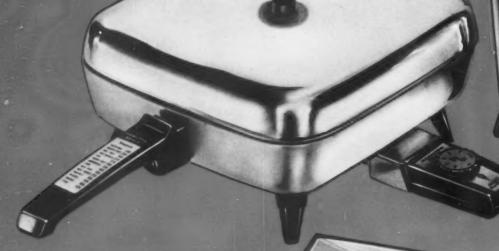
## SEAL THE SALE WITH



Detachable Control—Fully Immersible—Automatic

Fry Pan... Griddle... Sauce Pan

Three brand new, highly styled, probe-type electric appliances to broaden your Hamilton Beach sales



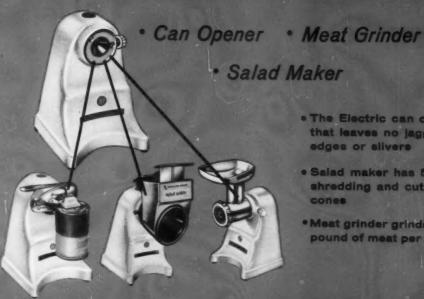
- Fry Pan-exclusive oven rack feature
- Griddle—large 11' by 17' grill area
- Sauce Pan—extra useful
  5 quart size
- Fry Pan, Griddle,
  Sauce Pan Guaranteed
  5 Years
- · Control Guaranteed 1 Year

# ITH HAMILTON BEACH



All sizes and control combinations usually offered at 25 to 40% more. Packaged in full visibility polyplastic that shows the entire blanket. Not a oneshot special-these blankets are in the line to stay.

### New 3-in-one Food Converter One power unit operates all 3



- The Electric can opener that leaves no jagged edges or slivers
- Salad maker has 5 shredding and cutting
- Meat grinder grinds up to one pound of meat per minute

# HAMILTON BEACH ADVERTISING

# EVERY WEEK

In all the hardest hitting Magazines • Sunday Su and new, fresh Point-of-Sale advertise

MAGAZINES

Full color, Big News advertisements in Better Homes and Gardens, McCall's, Good Housekeeping and Bridal magazines kick off your sales of the newest Hamilton Beach products. SUNDAY SUPPLEMENTS

Week after week, 2 color ads on the leading Hamilton Beach items in This Week and Parade—the nationally distributed Sunday magazines with hometown newspaper impact.



FULL SCALE PROMOTIONS AND POINT-OF-S

ASK YOUR HAMILTON BE



### week after week!

aday Supplements • Local Newspapers • Plus TV Spots advertising that pre-sells to seal the sale!



Your big tie-in opportunity. Dealer listings in big space advertisements in the country's leading dailies.



Brand new one-minute spots doing a hard sell job on the most popular Hamilton Beach products.

Now available to you.







1-OF-SALE HELPS ARE WAITING FOR YOU!

V BEACH DISTRIBUTOR!

# Make FULL PROFIT with the FULL LINE of Hamilton Beach Appliances

... keep up your stock of these best sellers



Hamilton Beach Food Mixer



Hamilton Beach Liqui-Blender



Hamilton Beach Toaster

And to get your share of vacuum cleaner profits—the Hamilton Beach

Hatbox

cleaner

C1959 HAMILTON BEACH, Racine, Wisconsin, Division of SCOVILL MANUFACTURING COMPANY HAMILTON

Custom Appliances

Made by Prople Who Care

LITHO. IN U.S.A.



#### ...for a profit-making finish

Demonstrate the exclusive "round-the-bowl" mixing action of a KitchenAid Food Preparer and you've made a good start toward a profitable sale. The "see-for-themselves" advantages offered only by KitchenAid literally sell customers at first sight.

KitchenAid mixes just as thoroughly at bowl's edge as at center. No need to turn the bowl...no need to constantly scrape down bowl edges to assure thorough mixing.

The broad line of profit-making attachments offers extra sales opportunities. KitchenAid attachments turn the mixer into a power-operated can opener, a vegetable slicer and shredder, a meat chopper, a colander and sieve, a juicer, and many more.

It's made-to-order repeat-sale business for you...extra profit opportunities.

KitchenAid Food Preparers are available in three sizes...a size for every family. The 3-C model comes in a wide range of decorator finishes and colors.

And don't overlook another important sales-maker: the KitchenAid Electric Coffee Mill that grinds full-flavored, bean-fresh coffee at the flip of a switch. Available in decorator finishes and colors.

For complete information, write Kitchen-Aid Electric Housewares Division, The Hobart Manufacturing Company, Dept. KEM, Troy, Ohio. In Canada, 175 George Street, Toronto 2. SEE KITCHENAID
AT BOOTH 577
AT THE
ELECTRICAL
HOUSEWARES
SHOW,
ATLANTIC CITY

#### KitchenAid.

The Finest Made...by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

# TWO NEW CON

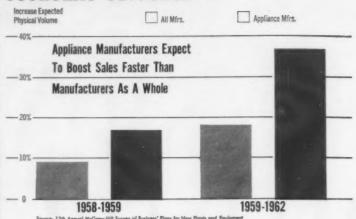
# RACLE CLOCK H+AIAR

JULY 13TH is the day Sessions introduces two revolutionary new developments in clock-making at the Atlantic City Housewares Show. See the SESSIONS MIRACLE CLOCK...the amazing new cordless electric clock with the million-dollar patented movement that stays accurate even as the battery runs down! See the SESSIONS LOVE-ALARM...the unique new alarm clock that wakes only one person...lets the other sleeper sleep! Both are made only by the Sessions Clock Company of Forestville, Connecticut...

THE COMPANY THAT'S STARTING A REVOLUTION IN TIME!



# economic currents



# Just Ahead: Big Gains In Appliance Volume

A PPLIANCE manufacturers expect their sales to be 17 percent higher this year than last year. For appliance dealers this is a key finding in the 12th annual survey of Business' Plans for New Plants and Equipment recently completed by the McGraw-Hill Department of Economics. It confirms evidence already available that 1959 will be a good year for dealers. And prospects look good for 1960-62.

The first quarter figures on appliance sales show that sales are already ahead of these expectations—so that even if sales taper off a bit in the second half of the year, the final results should come very close to the industry's expectations.

Appliance manufacturers expect to do even better in the years ahead. The companies participating in the McGraw-Hill survey indicated that between 1959 and 1962 they expect to increase sales by 37 percent. (This is substantially the same as the Department of Economics projections reported here last month).

Appliance manufacturers expect to do a lot better than manufacturing as a whole, where the average forecast is only a 9 percent increase in sales this year over last and an 18 percent increase between 1959 and 1962.

To meet this growth in sales, appliance manufacturers are planning to increase their expenditures on new plants and equipment. For although plant capacity was adequate for 1957 and 1958 when the volume of appliance sales was down, it will not be adequate to meet the new demands for goods in the years ahead. And manufacturers must continue to modernize their facilities and prepare for the development of new products.

As the demand increases, employment will also increase. Manufacturers of appliances now expect to increase employment 10 percent this year over last year. Manufacturing as a whole only anticipates a 3 percent gain in employment. The automotive industry, the other major producer of consumer durable goods, expects to increase employment 19 percent this year. Thus the employment picture in the whole durable goods sector, where unemployment has been heavily concentrated, should brighten as the year progresses.

As employment picks up, this will add further to consumer income, which is already at an all-time high. And this higher income should go a long way toward fulfilling the expectations of the appliance industry. End

# Why **WARING**does not build a second line

# Reason I

Historically, WARING PRODUCTS CORPORATION is a company known by consumer and trade as a manufacturer of prime quality products. Introduction of a lower-priced, second line would mean—necessarily—a compromise with traditional WARING quality.

We value our good name too much to do this.

# Reason II

Who benefits from a second line? No one, really. The <u>customer</u> pays less but he gets less, too. The real profit of the <u>dealer</u> and <u>distributor</u> dwindles in relation to lower price per unit.

Thus, the manufacturer encourages his prospective customers to trade down!

# Reason III

WARING makes the BLENDOR—the famous BLENDOR—imitated by many but matched by none. The BLENDOR is built as a lifetime appliance. It takes Grade One materials and superior construction to achieve this. Top quality is never built into a second line.

Remember, no one wants a bargain with a built-in boomerang.

## Reason IV

Last, but not least, WARING thinks it is good business to make products the best way it knows how. This is dictated by experience and satisfied customers, and not by the pursuit of a "fast buck" or the temporary advantage of a seemingly grandiose deal. WARING is in business to stay—and will stick to its reputation of offering only <u>first line</u> products at fair prices to all.



# WARING

WARING PRODUCTS CORPORATION . 25 WEST 43rd STREET, NEW YORK 36, N.Y. . A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA

# MORT FARR SAYS: Let's Stop Making

# **Bankruptcy Profitable**

DEALERS who are struggling to pay their bills are getting fed up with having to subsidize the outfits who have been cutting their throats.

For a long time volume promotional houses have been getting the best prices, the most promotional money and the longest terms. Now they're asking for settlements with their creditors so that they can continue this profitless binge.

Someone has to pay for these huge losses. It's part of the cost of doing business of our suppliers and simply means that the rest of us have to pay more in order to recoup these terrific losses.

BANKRUPTCY IS LEGAL, BUT . . . Our bankruptcy laws were intended to protect the businessman who suffered reverses and give him relief from his debts, but they were never intended to be used as a means to make money or as an edge over competition. It is no disgrace to fail, and many business men go through bankruptcy and learn their lesson and come back and are able to make good. I went bankrupt in 1932 and managed to start again with nothing but a knowledge of the business and the faith of a few suppliers, to whom I paid back the debts of the old business out of the profits of the new.

It would appear to be a big mistake for our suppliers to accept any proffered settlements of less than 100 cents on a dollar, or in maturities that are unrealistic. Certainly any of us can prosper if we buy at the lowest prices and then pay only 25 or 30 cents on the dollar of that price. This surely allows for a fat profit, even at the fantastic low prices the merchandise is sold at. It is a dangerous precedent and is very discouraging to a dealer who is trying to make an honest profit and pay his bills. I have never heard of an appliance dealer whose liabilities exceeded his assets ever getting on a sound basis again without outside capital. When this condition occurs, it means there is no operating capital and how are you going to run our kind of business without capital? It takes about \$20,000 dollars for every hundred thousand dollars of retail volume and even then it requires proper turnover and skill in management. Surely a business that has been operating at a loss will not suddenly be able to operate at sufficient profit to repay these huge losses. This is particularly so because every credit manager will be trying to collect a little more than he allows open credit; and this at a time when the business needs expanded credit rather than re-



Mort Farr, Upper Darby, Pa., dealer and chairman of the board, NARDA.

stricted. These reorganizations and settlements can only postpone the day of the inevitable.

WE CAN'T AFFORD BANKRUPTCY. Our industry simply cannot afford the luxury of allowing it to appear to be profitable to go bankrupt. Distributors profits these days are slim enough and most are quite happy if their net, before taxes, approximates one percent of their sales. This means that a loss of \$50,000 in an account is the net profit on 5 million dollars worth of sales. I heard of one bankrupt dealer telling the supplier how much business he had given him in the last fifteen years, and asking "wouldn't you gladly have paid a commission of \$50,000 to have added that account?" This is not the way we must look at it. These losses will have to be paid currently and in the future by the dealers who pay their bills.

IT'S LIKE A PLAGUE. All of our major markets have been plagued with costly bankruptcies. Washington, D. C. with a reputation as one of the most competitive markets was among the first to have major chains go broke. Philadelphia was not far behind and saw the four largest chains with multiple stores and sales totaling over \$10 million a year and with liabilities figuring in the millions following shortly thereafter. The West Coast had some disastrous failures and Detroit with an assist from the sagging automobile industry, has had a rash of them. One of the nation's largest chains in

Chicago is in dire straits and attempting to make a compromise with creditors whose stake is over a million and a half dollars. Now the busts are extending to such cities as Baltimore, where one of the pioneers in the business has aired his financial trouble and Hackensack, N. J. where a major chain is involved. This condition now involves smaller markets and dealers all over the country. Even in metropolitan New York, where several of the larger promotional chains failed several years ago, and where suppliers had already taken large losses. two of the nations largest operators are now asking for reorganization plans.

Many a small dealer forced out of business by these giants can at least have the satisfaction of knowing that he was not as inefficient as he thought he was. In the first place he never bought at the price these operators did, and he was always pressed to pay his bills. Much of the expansion of these super-merchandisers was with suppliers' money and it is time that they now look about them and realize that a great amount of the total volume of the business in this country is being done by this type of store, but that the profits must still be made and he selling still be done by that hard core of independent retailers who are trying to make a business out of our industry and pay their honest debts.

WHAT CAN BE DONE. There should be more stringent laws about concealment of assets. In one market alone I know of a number of failures in our business where there has been no release in bankruptcy because of failure to account for assets, but under present laws it is hard to prove fraud or to punish offenders. In one case a dealer simply said he made some poor investments, and lost. In another, the referee was told that the dealer had lost \$20,000 on the horses, but couldn't remember the name of a single horse he had bet on. Just recently a suburban dealer could give no explanation for a \$37,000 difference in inventory in a short period before closing. He just couldn't explain what had happened to it, or the money for it if it had been

We need to return to sanity in this business. Profits are important, but we also should have some honesty in our dealings with our customers, our competition and our suppliers. Just a little attention to the golden rule and the appliance industry may fulfill its promise of tomorrow.

End





SELL COMPLETE ROTO-SHINE KIT IN HAND-SOME NEW UTILITY BOX. Roto-Shine box fits proudly in corner of home wardrobes...slides under desk or in office closet. Provides quick, professional shines ...electrically! Suggested retail, \$23.50.

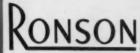


SELL NEW WOOD UTILITY BOX SEPARATELY.
Make extra sales with polished hardwood
box as handsome accessory for Roto-Shine
owners. Built-in footrest adds extra
convenience. Suggested retail, \$4.50.



SELL ROTO-SHINE IN STANDARD PACKAGE TO ALL ECONOMY-MINDED CUSTOMERS. Shoe polisher, buffer, 5 extra pads, brown brush, black brush, brown and black polish. Suggested retail, \$19.95.

Full-color advertisements in Life, Esquire, Holiday, New Yorker and Sports Illustrated! Ask about Ronson's Liberal Co-op Advertising Plan.



à.

MAKER OF THE WORLD'S GREATEST LIGHTERS, ELECTRIC SHAVERS AND HAIR DRYER

A fabulously new model of

UNIVERSAL

IN BEAUTIFUL

STAINLESS STEEL

FOR THOSE CUSTOMERS WHO WANT A LIFETIME OF PERFECT COFFEEMAKING

The combination everyone's been waiting for . . . the most famous name in coffeemakers and the finest metal for perfect coffeemaking . . . now in the all-new stainless Universal Coffeematic. Beautifully modern styling, with all the automatic features that have made the name Coffeematic a buy-word. This new top-of-the-line model will carry your Coffeematic sales to a new height. Get your order in now before advertising breaks in the top national magazines. \$32.95



STAINLESS STEEL FOR EASY CLEANING

Never needs polishing, never pits or stains, never leaves a metallic taste. Just wipe clean through wide-mouth top.



STAINLESS PUMP ASSEMBLY ELIMINATES CORROSION

Stainless pump and stem won't pit or corrode like softer metals. Easy to clean. Minimizes service problems.



FAMOUS FLAVOR-SELECTOR INSURES PERFECT COFFEE

Set it and forget it. Automatically brews to strength you choose. Redi-Lite glows when coffee has finished perking.



NON-DRIP SPOUT POURS WITHOUT SPLASHING

Coffee won't even drip when you have finished pouring. New Heat-Guard handle keeps fingers from hot surface.

Deluxe addition to the only full line of quality coffeemakers

# America's finest Coffeemaker



Extra-Profit Accessory NEW AUTOMATIC COFFEEMINDER

This new automatic timer will start the Coffeematic perking at any time you set. Make an extra profit on every Coffeematic. Sell to present owners, too! Only \$9.95. ANOTHER IN

HEST ALZ

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

The most complete coffeemaker line—including a fast-selling "SPECIAL"



# A UNIVERSAL

Coffeematic

# for every prospect

Don't miss out on any coffeemaker prospects. You can step them up to higher priced models, make more profits when you stock the full line of Universal Coffeematics. Remember only Universal gives you a size for every family—a price for every purse in a quality line of automatic coffeemakers!

Only a limited number of this eight-cup SPECIAL that sold like hot cakes last year will be available. Get your order in now for the biggest buy on the market . . . a Universal Coffeematic with the Flavor-Selector for only \$14.95.

- Chrome on Solid Copper
- Famous Flavor-Selector
- Redi-Lite
- Non-Drip Pouring Spout
- Heat Sentinel
- Fast, Automatic Operation

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



# **NEW UNIVERSAL King-Size**

ze Coffeematic

Broaden your market to include the big coffee drinking groups at parties, church socials, luncheons, clubs or offices. Offer your customers the convenience of automatically making all the coffee they need at one time. With Universal's new King-Size Coffeematic they can make up to thirty-five cups of perfect coffee and have it kept piping hot without increasing the strength. Fill out your coffeematic line with this new King-Size model and watch King-Size profits roll in. \$24.95.

ASK ABOUT THE EXTRA-PROFIT DEAL!

- Makes 10 to 35 cups automatically
- Redi-Lite shows coffee's done
- Graduated Markings eliminate guessing
- Easy-action Tap has lock-open device
- Two-piece Basket and Pump for easy cleaning

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



# **UNIVERSAL** Cookamatic Appliances

UNIVERSAL PRESENTS "The finest controlled-heat appliances made!" This exclusive, triple-ply construction of stainless steel, copper and stainless steel insures better cooking and longer lasting beauty than any other on the market. Light in weight for easy use, dramatically styled for today's modern living. Whatever controlled-heat appliances you sell, you can't afford not to stock the finest of all . . . the new Universal Cookamatic.

### PRICES INCLUDING COOKAMATIC CONTROL:

Large Frying Pan (cover \$5.00 extra)	\$29.95
3-qt. Saucepan and Cover	\$26.95
5-qt. Dutch Oven with Cover and Trivet	\$35.95



NEW TUBULAR UNIT New shape, bonded to copper core gives even, all-over heat.



FLAVOR-TIGHT COVERS Interlock with sides of appliances to keep in flavors and juices.



IMMERSIBLE
Wash completely under
water as easily as a
china dish.

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



# **UNIVERSAL 2 and 4-Slice Toasters**

Slim, clean lines by America's foremost designer plus precision performance that toasts any bread to the same brownness without changing control... that's the all-new Universal Toaster. In two models for large or small families and with a low, low price tag to make fast turnover. In beauty, in value, in performance there's nothing to match this new Universal pair—stock up today!

\$1695 and \$2495

### WITH COLOR-CONTROL TOASTING

- Silent-No Ticking
- All-over, Even Toasting
- High-Rise Racks
- One-Slice Compartment
- Hinged Crumb Tray

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



# **UNIVERSAL Electric Can Opener**

The finest, fastest, most automatic electric can opener on the market! Its push-button control enables you to open any shaped can quickly and cleanly with no ragged edges. The clean modern design, firm base and deluxe features make it a standout buy. Compare it with any other at any price and you'll see why Universal offers the top value in this new fast-selling appliance. Get your order in NOW! \$27.95

## **OUT-FEATURES ALL OTHERS**

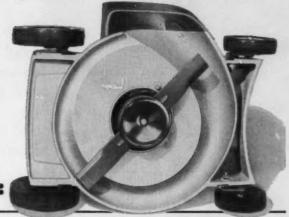
- Punctures Can Automatically
- Holds Can Until Released
- Automatic Motor Shut-off
- Cord Stores in Body
- Removable Cutting Mechanism
- Magnetic Lid-lifter

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN

# WIND TUNNEL DESIGN

The history making TORO exclusive that's going to stay a TORO exclusive



# HERE'S WHAT IT MEANS:

# FOR TORO DEALERS

The first real improvement in rotary power mowers in 50 years—that's what enthusiastic Toro dealers are calling the new "Wind Tunnel Design". This latest Toro development makes your Toro franchise more valuable than ever . . . and we're determined to see to it that "Wind Tunnel Design" remains an exclusive Toro feature, Already some competition is attempting to jump on this profitable bandwagon, but our general and patent counsel have taken all steps to protect our exclusive customer-winning features and mechanisms. We consider "Wind Tunnel Design" such a valuable property, both for you and for us, that upon issuance of our patents we shall enforce our exclusive rights in court if necessary, regardless of the trouble or expense involved,

# FOR MOWER MANUFACTURERS

The tremendous public acceptance of "Wind Tunnel Design" may lead to efforts on the part of manufacturers to develop similar designs and mechanisms. We'd like to point out that Toro has already filed over 8 patent applications covering the various important phases of the "Wind Tunnel Design". Any infringement will, of course, be immediately brought to the attention of our counsel,

# FOR PROSPECTIVE TORO DEALERS

Never before has a single mower created such a sensation as Toro's new "Wind Tunnel Design". And never before has a Toro franchise offered so many advantages. "Wind Tunnel Design" is the latest of many Toro triumphs, including the unique features of the original Whirlwind\*, the leaf mulching attachment, the Power Handle\*, and the new riding sensation the Sportsman\*.

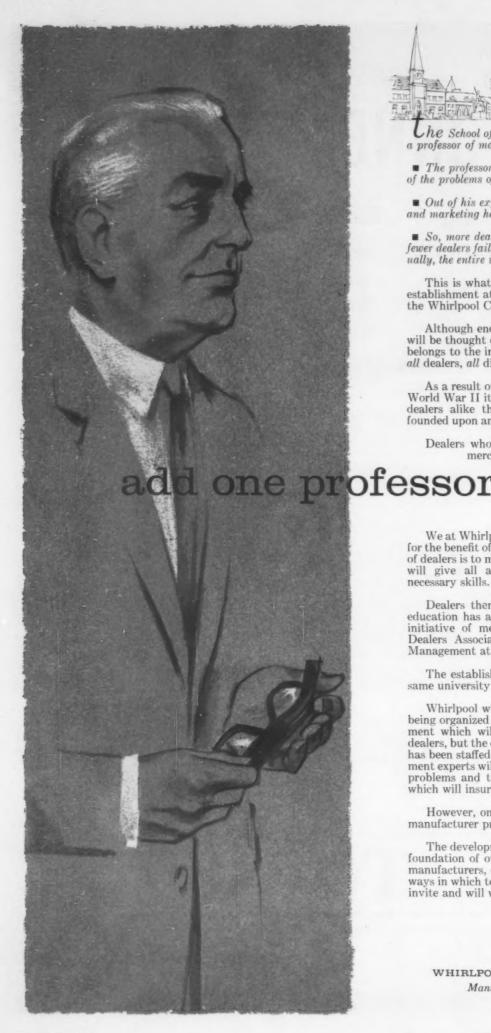
Fresh, new ideas like these are part of the Toro potential you'll be sharing as a Toro dealer. You'll also enjoy the most dependable, efficient service system in the industry; fast parts service through a network of 77 distributors; the most powerful advertising and merchandising support in the industry; and most important—the sales-building magic of the Toro name, top-rated nationally among all power mowers.

# Write today for full details of a profitable TORO dealership.

# TORO

Toro Manufacturing Corp., 3042 Snelling Ave., Minneapolis 6, Minnesota

\*A registered trademark and development of the Toro Manufacturing Corporation.



Lhe School of Business Administration at a leading university adds a professor of marketing to its faculty.

- The professor devotes a major share of his time and effort to a study of the problems of appliance retailing.
- Out of his experience, his research and his study come management and marketing help and education for appliance dealers.
- So, more dealers become better dealers; more dealers make a profit; fewer dealers fail; fewer dealers become financially over-extended. Eventually, the entire industry becomes stronger, more stable, more secure.

This is what we earnestly hope will happen as the result of the establishment at the American University in Washington, D. C., of the Whirlpool Chair of Marketing.

Although endowed by one manufacturer, we hope this new chair will be thought of as an industry effort. Because that's what it is. It belongs to the industry. Its findings and its help will be available to all dealers, all distributors, all manufacturers.

As a result of the rapid growth and changes in the industry since World War II it must be obvious to manufacturers, distributors and dealers alike that an enduring and profitable industry must be founded upon an enduring and profit-making community of retailers.

Dealers who endure and who profit must be more than good merchandisers or good salesmen or good promoters. They must be good businessmen — which

implies a long-range approach to the problems they face. They must build for the future because they expect to be in business in the future.

We at Whirlpool are convinced that the soundest way to secure — for the benefit of ourselves and the industry as a whole — such a body of dealers is to make available educational and research facilities that will give all appliance dealers the opportunity to obtain the necessary skills.

Dealers themselves were the first to recognize the need. Such education has already been well begun through the vision and the initiative of members of the National Appliance and Radio-TV Dealers Association and that organization's annual Institute of Management at the American University.

The establishment of the Whirlpool Chair of Marketing at this same university is just one more step toward a common goal.

Whirlpool will expand this activity with efforts of its own. Now being organized within the company is a dealer development department which will have as its mission, not the solicitation of new dealers, but the development of better dealers. When this department has been staffed and its program prepared, trained business management experts will go into the field to help retailers solve their business problems and to work with them to develop those business skills which will insure profitable long-term operations.

However, one NARDA school, one university professor and one manufacturer program are not enough.

The development and inauguration of measures to strengthen the foundation of our industry is everybody's concern. We hope many manufacturers, distributors and dealers will discover a multitude of ways in which to encourage a stronger and healthier dealer body. We invite and will welcome their participation.

> John A. Hurley Vice President in Charge of Sales

WHIRLPOOL CORPORATION, ST. JOSEPH, MICHIGAN Manufacturer of RCA WHIRLPOOL home appliances

THERE ARE SEVERAL great and good arguments in favor of staying in the electric housewares business, no matter what.

They go like this:

"The appliance specialist can't afford to have his customers shop anywhere else for any home device that plugs into a wall socket. They might get the habit."

"You have to handle the small-ticket items because you sell lots of big-ticket stuff to people who come looking for them."

"You can't be 'electrical headquarters' in your area without *all* the electric appliances, including the traffic appliances."

There's just one trouble with these beautiful specimens of logic. True as they are, nobody *really* believes them. Few dealers back them up with real money.

Nobody will say "I don't need small appliances." Instead, they say, "At these prices, I can't afford

small appliances."

Regular floor traffic, being "headquarters," keeping customer accounts active, promotional opportunity, the chance for conversation about a bigger item, Christmas business, June Bride business, Mother's Day business — these are all important, recognized values to be found in the merchandising of traffic appliances. Ask anybody.

They're just not important enough for dealers to pay for. Listen to the manufacturers' spokesmen trying to convince dealer audiences otherwise if you doubt this.

All these things are "indirect" benefits.

There's still a direct benefit.

It's called profit.

Every Tom, Dick and Harry, every drug store, dime store, catalog house, lumber yard, filling station, department store and meat market that's handling traffic appliances is doing it for a profit. No business handles high volume at a loss for long. And traffic appliances still generate volume.

If you don't want to play in Tom, Dick and Harry's backyard, that's your business. Tom, Dick and Harry don't really care. They're making money.

Or would you rather not believe it?

 Get used to the idea that the big margins are gone from the small appliance business.

They are.

But get used to this idea, too:

# There's Still Profit in Electric Housewares

BY KEN WARNER

To see why, turn the page

No. it isn't the same business anymore. . . .

Some dealers have dropped their electric housewares lines in pure and simple disgust. It just wasn't a "clean" business anymore. They were, among other things, tired of quoting a price too high, and not only losing a sale, but planting a suspicion that maybe all their other prices were too high, too.

Others, of a more hungry type, dropped them simply because there wasn't all that money in them anymore. Satisfied that the loss of effective Fair Trade had eliminated the big pay-off, they went looking for other pay-offs.

The majority of those dealers who have deemphasized traffics did so in the honest belief that they just couldn't afford them. Convinced that the needed margin wasn't there, these dealers weighed the indirect benefits and values in the small-ticket items, and decided that the game wasn't worth the candle. The decision was, for most of these, a regretful one.

Of those dealers remaining in small appliances, few are enthusiastic, if talk is any indication.

But a lot of people still like it. . . .

THERE'S a big-city dealer-in the Midwest -who keeps about \$5,000 tied up in electric housewares. This is a pretty big inventory just because he likes it that way, even though he doesn't get as quick a turn as he gets in some other merchandise. He does turn this inventory about four times.

He makes about \$1,700 a year on traffics. His margin? About 19.5 per cent. His profit on a sale? About five to six per cent. The return on his investment? Right around 30 per cent, plus a little.

Sure, he's a special case. He's been toughened up by many years of big-city competition. He bumps heads with every discount catalog, big

promoter, department store, and hole-in-the-wall

This man is no magician. He's stuck with the same sources his competition uses. And he pays the same wages. He's not offering terrific volume to his suppliers. He doesn't have many exclusives. He buys at the same price and he sells at the same price as everyone else around.

Yet he knows he makes money with traffic appliances. Maybe he doesn't make what he'd like to make. But that over-30 per cent return on his money is better than the stock market delivers, and the costs are paying some of his salary, too. He's happy with traffic appliances.

You can like it. too.

Admit, for once, that electric housewares are different. . . .

THIS has been proven by actual in-store cost accounting. It didn't have to be. Any merchant with an eve and a pencil knows that a prepacked, fob the store, carry-home item with an effective factory-backed and factory-financed warranty costs less to sell than a must-deliver, must-unpack, must-install, must-polish, mustservice big ticket item on which the dealer pays the freight and much of the warranty costs separately.

Here are some of the differences in detail:

- 1. Electric housewares are compact—you can pile 100 \$10 irons in the space one \$200 washer takes up, either on display or in the warehouse.
- 2. Traffic appliances deliver themselves, right under the customer's arm.
- 3. Freight is pre-paid.

4. Traffic appliances are pre-packed—there's no uncrating, no polishing.

- 5. Traffic appliance service is available everywhere for postage-nobody has to support a small appliance service set-up. It's nice, it brings traffic, but it isn't a real necessity. If you have one, it has to be profitable by itself to be justified.
- 6. Traffic appliance distributors can and do furnish demonstrators, who serve two functions: They draw traffic, and they sell. At no cost to you.

Many merchants could add to this list with dating arrangements, ad allowances of a special nature, return privileges and so on. But these six factors are universal. And they are all substitutes for mark-on. And they all contribute to profits.

And admit you're in the dark on costs. . . .

TYPICALLY, appnance dealers
businesses with averages—average margin, YPICALLY, appliance dealers run their average expenses, average profit. And also typically, they work up these averages as a percentage of selling price.

This old-time habit of applying store-wide average costs to electric housewares is at the root of today's hassle. It was nice while it lasted, but the other fellow is working cheaper these days. Not cheap enough to go broke, mind you, but cheap enough to take away the business.

Now, all this is pretty challenging. It's meant to be. And worse, it's founded on facts.

The General Electric Co. spent a lot of money in 1957 to apply a new accounting principle to a whole year's figures from nine department store traffic appliance departments. The new system is called "Merchandise Management Accounting." It was developed by Arthur Andersen and Co.

"MMA" as it's called, works from a cost accounting base to supply actual costs in dollars, item by item, for a whole department. (This is practical only because, in practice, most items in a given department fall into one of perhaps a dozen cost patterns.) This provides managers with usable knowledge about non-standard costs that affect profit, it makes a distinction between fixed and variable costs, and finally, it allows turnover to be integrated into profit thinking, using a return on investment approach.

What makes MMA important is that it provides cost figures for items, not departments. And it's by items that you make your day-to-day decisions. When MMA was applied to the electric housewares business in department stores, it provided some real revelations.

Of course, the Arthur Andersen G-E survey was confined to G-E products, and to department stores. It's two years old and a number of the figures have changed. So a detailed examination wouldn't prove anything.

There is one pair of figures, however, that illustrates a point: Overall appliance store costs were reported in the NARDA Cost of Doing Business Survey for 1956 at 31.1 per cent of sales. For the same year, the extensive G-E survey based on actual costs, as figured by Arthur Andersen accountants from store records, found that department store small appliance sections

had costs of 24.2 per cent of sales. This included general overhead, considered high for the average department stores.

# Then try to figure your real return....

NOW, this is no treatise on the mechanics of accounting. Every store is individual, costs change according to circumstance. You may not be able to match the other guy's costs, but you should know where you're running over.

Try to estimate your true electric housewares costs in dollars using the blank statement on this page. Apply your estimate of floor space costs (don't count the walls), heat, light, cost of inventory and so on to get your fixed costs.

And then apply your estimate of the actual dollar costs you incur by selling traffic appliances -credit costs (and profits), sales commissions, gift wrapping, percentage of clerk's time and so on. And call these variable costs.

The difference between mark-up, or margin, in dollars, and variable costs in dollars, is your controllable profit. The difference, in dollars, between controllable profit and fixed costs, is your net profit. And this figure, expressed as a percentage of inventory investment tells you your return on your investment—a true economic yardstick.

When judging your business, you should bear in mind that \$2,500 represents a quite complete traffic appliance inventory. And that a six-time turn should be possible for any reasonably sharp merchant.

# And you'll see that even high fixed costs can pay off. . . .

LOT OF DEALERS, particularly smaller A dealers in smaller towns, will find that their fixed costs will show up on this statement at such a high level that the idea of trying to compete looks, at first glance, pretty silly. This is not so.

It's a sort of paradox, but the man with the high fixed costs, if they're really fixed, is in the best competitive position of all. He can go for sheer volume, and really cut some throats. When costs are fixed, every sale that earns a profit over the expenses incurred by making that sale—the variable costs-makes a contribution toward defraying those fixed costs. This is true right up to the point where such sales affect the fixed costs.

This is no formula for a successful low-volume business, of course. Trying to apply this idea to a whole business is dangerous even with a really big market to tap. But as a realistic approach to the current problems in traffic appliances for small merchants with high costs and for whom traffics represent a really minor total volume, it is a workable idea.

The profit per piece will look sick, true. But this is a case where, if you want to be in the traffic appliance business, competition is forcing you to use portable appliances to help pay the rent without actually losing you any money. And those "other benefits" will have to provide the pay-off.

### HERE'S HOW TO FIGURE YOUR REAL RETURN ON ELECTRIC HOUSEWARES

	figured his net return	figure your own net return
NET SALES	\$25,000	\$
INITIAL MARK-ON (@ 19.5% margin) VARIABLE EXPENSES*	4,876	\$
Markdowns	\$ 250	\$
Selling	666	
Receiving	20	
Delivery	NA	
Warranty Cost	NA	
Inventory Shortage	200	
Advertising	700	
Credit Income	NA	
Credit Expenses	NA	
Warehousing	140	
Other (Gift-wrapping, display materials, etc.)	110	
TOTAL VARIABLE EXP		\$
CONTROLLABLE PROFIT (Mark-on less variable exp FIXED EXPENSES	enses) 2,790	
Occupancy (Square foot dollar cost)	\$ 250	\$
Administrative	670	
Other	150	
TOTAL FIXED EXP	ENSES \$ 1,070	\$
NET PROFIT (Controllable profit less fixed expense	1,720	
Net profit + Inventory Investment = Retu	urn on Investment	

34.4%

at varying price levels; or it can be worked out for your whole traffic appliance department. In the latter case, remember that costs will vary

by type of appliance.
\*Note that for some stores, some of these expenses may well be fixed expenses. NA—Not applicable.

### A Word About MMA

ELECTRICAL MERCHANDIS-ING is indebted to Arthur Andersen and Co., and to Robert I. Jones, its vice-president, for permission to use the principals and accomplishments of Merchandise Management Accounting as a means of illustrating a new basis for judging profit performance in this article.

It must be emphasized, however, that MMA as developed by Jones is much more than a technique for illustrating conclusions such as this. Basically, it is a management tool, intended for use in running a business, not talking about it.

End

(\$5000)

This statement, for illustrative purposes, can be worked out for one traffic appliances — for

type of traffic appliances — for example, irons — in several models

(\$1720) ÷

Walker Scott in San Diego created a highly effective and economical promotional package last fall when the store coupled Sunbeam appliances with fashion merchandise. The result . . .

# Housewares,

### By HOWARD J. EMERSON

T IEING-IN housewares with fashions throughout the store paid immediate dividends for Walker Scott last fall.

• during the three-day "Fashion Flips the Switch" promotion, the store sold over 500 pieces of small appliances

• immediate sales of women's wear and accessories with which the appliances had been paired more than paid for the promotion.

• the promotion identified the store as "gift headquarters" for the two-month gift season which was just getting underway.

The tie-in was described as "cross-breeding of two or more departments of the store" by sales promotion manager Paul H. Howard. He defined the promotion as "drawing on the idea sources and seeking the refreshing approaches of the people in several divisions" to provide ". . . an opportunity for both the fashion departments and electrical appliances to combine in one single, colorful promotion good for the entire store."

More than 400 units of Sunbeam's full line were blended into fashion settings on the store's first floor ledges, in the third and fourth floor fashion departments, on accessory counters in the women's departments, with high fashion displays, in millinery, with women's shoes, with fabrics, in the book department with cook books, and in their own seventh floor housewares department were given special display with fashion tie-in. In addition, 14 windows facing the heaviest downtown traffic of San Diego, were designed with fashionappliance displays, each keyed to "Fashion Flips the Switch."

To promote the activity, Walker-Scott used the secondary slogan "Sunbeam appliances make it easy to be a fashion plate all day long" as well in the main cards used in each window and at key spots throughout the store. A full-page advertisement on Thursday announced the promotion, and 30-in. reminder copy was used on Friday. On Sunday the full page advertisement was repeated. During this period, all Walker-Scott TV and radio spots concentrated on the event to begin on Monday.

To provide live promotion to supplement displays the store scheduled three demonstrations:

• Fashion-Appliance Shows—on each of two days, sit-down fashion shows were put on at 12:30 and 7 P.M. Models provided by the fashion departments appeared in the latest styles which could be worn from breakfast to midnight snack, including the most delicate formals. Each model carried an appliance, reemphasizing that "... appliances make it easy to be a fashion plate all day long." The store engaged a local radio personality, Lorraine Ellis, as commentator, and she was instructed to give as much time to the description of the appliance carried by the model as to the garment she was showing. Background signs gave equal space to appliances as well as fashions. At the end of each fashion show,

a drawing for a Sunbeam appliance was made. Small appliances were tied into another fashion show, the weekly event presented by Walker-Scott at Mission Valley Inn.

• Fashion-Appliance Cooking School—to demonstrate (1) how easily a woman can cook with the latest in electric housewares; and (2) how these electric housewares can be used while the woman is "dressed up," Walker-Scott put on a program at 12 noon and 8 P.M. in the electric housewares department. Each of the five demonstrators, provided by the appliance manufacturer, were dressed in "formals" with white gloves.

• Extra Demonstration—another formally dressed model (termed by Walker-Scott an "outpost reminder") was located near the elevators on the third floor, the major center for women's fashions and sportswear. In handing out canapes and coffee she served as a reminder to women just exposed to the fashion-appliance displays and to those about to see them, that the major demonstrations were on the seventh floor.

Summarizing the success of the store-wide promotion, Howard told ELECTRICAL MERCHANDIS-ING that a major benefit was the fact that the promotion was a sustained effort with much of the effect coming from the displays which women saw during the course of their regular shopping through the store. There was no "mob" response which would preclude store personnel from having personal contact with the people who came in. The programming was an effective substitute, he said, for the annual "cooking school" which the store had hoped to replace because, in spite of the huge crowds, this cooking school had not produced sales commensurate with the high cost of production (it had been held in the nearby U.S. Grant Hotel.) The blending of fashion and appliances lowered the cost per store unit yet created an impact that produced sales for all participating departments.



. . . in a cosmetics counter display



# Housewares Everywhere



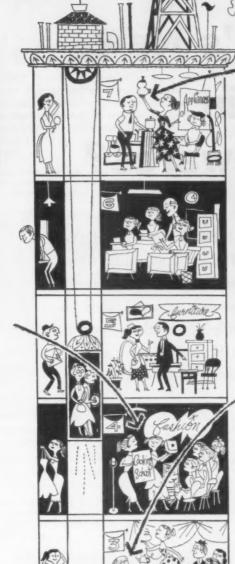
. in the fourth floor fashion department



. . . in the second floor linen department









. . . in the seventh floor housewares department

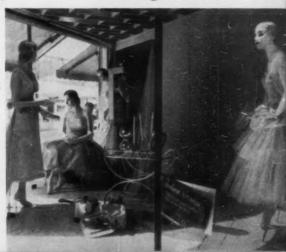


. . . in the third floor fashion department



. . . in a "ledge" display of hats

in a corner window featuring dresses



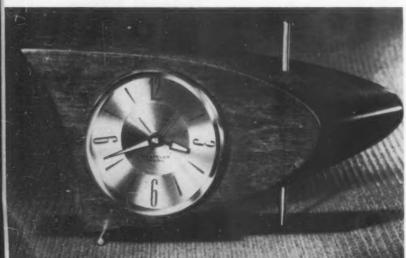
# What's New in Housewares?

HERE'S THE ANSWER—a picture roundup of some of the outstanding new small appliances being shown at this week's Atlantic City Housewares Show. Use it as a handy guide in shopping the Show—or, if you can't make the Show, you'll find our preview the best substitute for being there in person.

By ANNA A. NOONE

**WESTCLOX** "707" electric alarm features a decorative mahagany case in contemporary design; spun brass finish dial; luminous hands; brass bezel and trim; shatterproof crystal. Price, \$19.95. (At Booth BO54)

Five other new models shown by Westclox include "Colt" and "Award" alarms; "Parliament" wall; "Walltone" 2-way wall; and "Isotron" cordless clock.





PRESTO returns to steam iron business with a steam-and-dry iron featuring 21 steam ports placed to provide equal steam distribution on 35-sq. in. soleplate; 9 oz. tank; wide opening for easy filling and draining; thermostatic control; easy-to-read fabric dial with linen to synthetics settings; weighs 3½ lbs. Price, \$16.95. (At Booth 248)

Also new at Presto are 2 automatic electric pressure cookers in 4- and 6-qt. sizes.



**DAZEY** is featuring a counter-top, automatic can opener, "electra" No. 2 EM, with 3 pushbuttons for opening all can sizes and shapes; built-in handle; magnetic lid-lifter; cutting mechanism easily removed for cleaning. Price, \$27.95 (At Booth 242)

**WESTINGHOUSE** newest is a portable automatic can opener that can be used on table, counter, or wall mounted; opens all can types and sizes; features include magnetic lid holder; tool steel cutter blade; permanently lubricated motor; plastic case with chrome trim. Price, \$24.95. (At Booth 740)

Also new at Westinghouse is a stainless steel, immersible coffeemaker; room heater; improved roaster-oven and frypan; a stand for the portable mixer; new blanket and heating pad line.





HAMILTON BEACH immersible, automatic coffeemaker, No. 15CM, features a tapered, stainless steel body with tapered spout for easy pouring; 2-to-9 cups capacity; wide basket; cup markings on body; can be washed in dishwasher. Price \$26.95 (At Booth 634).

Also new at Hamilton Beach is an improved version of H-B's portable "Mixette" with 3-speeds, in white, pink, yellow or turquoise.



SILEX is featuring a new motorized "Salad-maker". Easily interchangeable blades make it possible to slice, shred, chop and grate fruits, vegetables, bread, cheese, nuts, even ice. Price, \$29.95. (At Booth 442)

The Silex automatic glass percolator, still in the introductory stages, is also featured, in addition to a redesigned knife sharpener and an electric wringer for their portable washer.

NORTHERN ELECTRIC has a new line of vaporizers. Deluxe combination vaporizer-humidifier No. 125 has 1½ gal. capacity; features 3 vapor speeds; nite lite; break resistant plastic body; 4 models range from ½-to 1½-gal. capacities. (At Booth 1242)

Northern also has a new line of baby bottle sterilizers with 9 and 6 bottle capacities.





CORY 4-to-18 cup "Jubilee" automatic percolator is in production now, and features a dripless, black thermo-plastic pouring lip that is shock-absorbent; chrome body with gold-tone metal collar; flavor-selector rim lights when coffee is ready. Price, \$35. (At Booth 516)

Also unveiled at Cory are a combination table-or-wall can opener DCA-S, in white polystyrene stand with cord storage chamber; also a Fresh'nd-Aire Radar-Ray heater.



**DORMEYER** no-drip, spoutless, 8-cup coffeemaker, CP-8BU, is featured in aluminum finish, brown trim, with "perfect-balance" handle for easy pouring; automatic; signal light indicates when coffee is ready. (At Booth 547)

Also shown for the first time is an electric can opener attachment for Dormeyer stand mixers, an improved portable mixer, a 4-qt. saucepan, and a stainless steel coffeemaker.



**DOMINION** immersible, automatic coffeemaker No. 1608 has a hermetically-sealed unit; features fast-acting cold water pump; indicator jewel light; no-drip, easy-pour spout; graduated cup markings; detachable cord. Price, \$19.95 (At Booth 465).



UNIVERSAL latest "Coffeematic" features a new slenderized urn design in stainless steel, also a new handle shape. Features include a Flavor Selector; Redi-Lite signal; Heat Sentinal; non-drip spout; cold-water pump and larger basket and tube. Price, \$32.95. (At Booth 333)

"Coffeeminder" timer (inset) automatically starts coffee brewing at any predetermined hour desired; may also be used with other Universal items. Price, \$9.95.



CORNWALL "Thermo Tray" food warmer has modified oval shape with embossed design to simulate heat waves; curved walnut handles serve as base; lined with polyurethane foam; weighs 1½ lbs.; 23 x 12-in.; coppertone, gold or silver finish. Price, \$16.95 (At Booth 825).

GENERAL ELECTRIC enters the home hair dryer business with model HD-1, featuring a powerful blower, 3-heat settings plus a "cool" setting; adjustable, hand-washable bonnet; and adjustable vinyl carrying strap; pink and ivory styling. Price, \$29.95 (At Booth 280).

Also new at G-E are 2 floor polishers and a polisher accessory kit; swivel-top cleaner; 2 vaporizers; 2 heaters; a king-size blanket; transistor pocket radio; new line of table and clock-radios including a transistor cordless clock.

MORE



# What's New In Housewares? CONTINUED



**RONSON** "Roto-Shine" shoe polisher is most recent addition. It cleans, polishes, brushes, buffs shoes; interchangeable brushes and buffer available for different colored shoes. Price, \$19.95 (At Booth 1630)

Ronson is also showing a new "Hood-'n-Comb" hair dryer; CFL shaver for men; and Lady Ronson Deluxe for women.

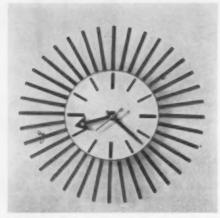


OSTER foot massager, No. 221, is angled for relaxed foot position; molded to fit arch of foot with spherical projection in center for proper foot positioning; on-off switch; electromagnetic motor. (At Booth 2023)

Other new Oster products include a complete line of Raycine hair cutting sets; 2 vibrators; and the Osterizer Junior, which many will see for the first time. (EM-June p. 94).

MUNSEY "Toast and Broil" toasts, broils, grills, warms; holds 6 slices bread, 6 buns, or 8 hamburgers; measures 10 x 15-in.; has %-in. deep pan with wire rack; cool handles; non-skid legs; 900-watts. Price, \$9.95 (At Booth 1038)





SYROCO 12-in. "Sunburst" wall clock for modern homes, executive offices comes in black with gold dial or gold with black dial. Price, \$14.95 (At Booth 1801)

Also new at the show are three 8-day models.

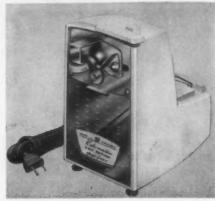


**SALTON** "Hotrayette" is featured complete with a 10-cup coffee carafe. Price, combination unit, \$9.95; "Hotrayette" alone, \$5.95. (At Booth 1916)

SHETLAND has a new T-16 rug shampooer-floor polisher in carnation and pink. Standard equipment includes all-purpose brushes, reversible wool-felt buffing pads; rug shampoo unit which adjusts automatically to every rug thickness and a sample of their vanishing foam rug shampoo. Price, \$39.95 complete (At Booth 1447)

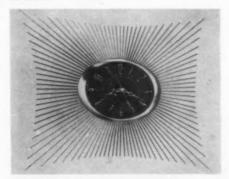
In addition T-11 rug-cleaning polisher-scrubber has been reduced to \$29.95.





KNAPP-MONARCH "Redi-Matic" countertop combination can opener-and-knife sharpener, automatically opens cans or sharpens knives to keen edge at push of button; white finish with goldtone and chrome trim. Price, \$29.95. (At Booth 426)

Also new at K-M booth is a large capacity, portable "Redi-Oven" with "Bake-A-Matic" timer; a newly designed toaster; and 3 heaters, one a combination humidifier-heater.



GENERAL ELECTRIC-TELECHRON "Golden Times" wall clock radiates brass plated tines in precision lengths from an oval dial to give a starburst effect; black dial; brass hands, numerals, and bezel. Price, \$29.95 (At Booth 280)

Other new models at show are "Dutch Treat", "Festival", and "Cue-ette".

**ELECTRESTEEM** is offering a portable, collapsible, Vaporstand with their Vaporizer A-58 in a promotion—3 free with purchase of 11 vaporizers. (At Booth 331)



# NARDA's annual cost of doing business survey turned up

### **GOOD NEWS**

### as well as

### **BAD NEWS**

- ing capital, and invested capital all rose
- Current debt was down 1.1%
- · And a number of key "financial ratios" showed improvement
- Current assets, tangible net worth, net work- But, total operating costs reached a new high of 34.4%, well above the 1957 total
  - And net profit dropped 31% to just 1.1% of
  - And the figures indicate it was the smaller, servicing dealer who took the worst beating

Balancing one column against another, you can't escape the conclusion that...

# 1958 Was Bad...But It Could Have Been Worse

THERE'S no doubt that it was a tough, tight year for the NARDA dealers who furnished their 1958 costs of doing business figures to Richard E. Snyder, NARDA's consulting economist.

But the story these figures tell is not a completely gloomy one.

To be sure, increasing costs outraced improved margins.

But current assets, net worth and net working capital went up while current debt went down. And a number of highly significant "financial ratios" showed decided improvement during the year 1958. Here's how the good news balances out

# The Bad News

The story is a simple one. Total gross margin in 1958 was 35.5 percent on net sales compared to 33.9 in 1957. But total operating costs reached a new high of 34.4 percent which easily tops the previous 1957 high of 32.3 percent. This despite an "owner's and executives remuneration" cut from 3.5 percent in 1957 to 3.1 percent in

1958. The big upswings in expenses were salesman's pay, advertising costs and service wages and expenses. There were slightly higher costs almost all along the line, to boot.

For 1958, NARDA instituted a new reporting form which promises to provide a much better picture in the future, as it breaks costs down much further and separates returns into three volume classes. In addition, the new form allows a separation by general type of dealer-that is, there are figures for the dealer who handles both Continued on page 179

# TABLE 1. NATIONAL OPERATING RATIOS FOR 1958 AND PREVIOUS YEARS

NATIONAL AVEDAGES

			MATIONAL	WAEHWAR?		
LINE	ITEM	1958	1957	1956	1955	
1.	Net Sales (Mdse. + Service)	100.0	100.0	100.0	100.0	
1-a.	Net Sales (Mdse. Only)	100.0	100.0	100.0	100.0	
2.	Cost of Goods Sold (Mdse. + Serv.)	64.5*	66.1	67.7	65.7	
2-a.	Cost of Goods Sold (Mdse. Only)	69.7	70.4	69.3	68.4	
3.	Gross Margin (Mdse. + Service) (Line 1 minus Line 2)	35.5	33.9	32.3	34.3	
3-a.	Gross Margin (Mdse. Only) (Line 1-a minus Line 2-a)	30.3	29.6	30.7	31.6	
4.	Total Operating Costs	34.4	32.3	31.1	30.9	
	A. Administrative	24.4	23.1	22.1	22.2	
	(1) Owners & Exec. Remun	3.1	3.5	3.7	3.2	
	(2) Office Salaries	2.6	2.7	2.8	2.4	
	(3) Salesmen's Pay	7.1	6.4	6.0	7.2	
	(4) Service Wages and Expenses	7.0	6.5	5.5	5.2	
	(5) Vehicle Expense	2.5	2.4	2.5	2.7	
	(6) Other Administrative Exp	2.1	1.6	1.6	1.5	
	B. Occupancy Expense	2.5	2.9	2.6	2.8	
	C. Advertising Expense	2.8	2.4	2.6	2.5	
	D. Bad Debt Losses	0.7	0.6	0.4	0.4	
	E. All Other Expenses	4.0	3.3	3.4	3.0	
5.	Net Operating Profit** (Line 3 minus Line 4)	1.1	1.6	1.2	3.4	

not include Servicemen's Wages and Expenses. \*\*This is Net Operating Profit after all taxes.

## TABLE 2. 1958 OPERATING RATIOS BY VOLUME

(FOR	MERCHANDISE + SERVICE FIRMS ONLY)		A	B	C
LINE	-00	HATL.	ABOVE	\$250,000	BELOW
NO.	ITEM	RATIOS	\$500,000	to \$500,000	\$250,000
1.	Net Sales (Mdse. + Serv.)	100.00	100.00	100.00	100.00
1-a.	Net Sales (Mdse. Only)	100.00	100.00	100.00	100.00
1-b.	Net Sales (Service Only)	100.00	100.00	100.00	100.00
2.	Cost of Goods Sold (Mdse. + Serv.) Includes Servicemen's Wages	71.53	71.20	72.89	71.36
2-a.	Cost of Goods Sold (Mdse. Only)	69.72	69.70	69.47	70.22
2-b.	Cost of Goods Sold (Serv. Only) Line 2-b includes Servicemen's Wages	82.49	81.88	97.60	74.53
3.	Gross Margin (Mdse. + Serv.) (Line 1 minus Line 2)	28.47	28.80	27.11	28.64
3-a.	Gross Margin (Mdse. Only) (Line 1-a minus Line 2-a)	30.28	30.30	30.53	29.78
3-b.	Gross Margin (Service Only) (Line 1-b minus Line 2-b)	17.51	18.12	2.40	25.47
4.	Total Operating Costs	27.35	27.47	26.03	28.49
5.	Net Oper. Profit (L 3 minus L 4)	1.12	1.33	1.08	0.15
6.	Other Income	2.01	1.97	2.30	1.83
7.	Total Income (L 5 plus L 6)	3.13	3.30	3.38	1.98
8.	Other Expense	1.43	1.45	1.60	1.13
9.	Total Net Prof. Before Inc. Taxes (Line 7 minus Line 8)	1.70	1.85	1.78	0.85
10.	Federal & State Income Taxes	0.60	*0.66	**0.41	***0.54
11.	Net Income After Income Taxes (Line 9 minus Line 10)	1.10	1.19	1.37	0.31

\*Applies to 60% of Group A Firms \*\*Applies to 55% of Group B Firms \*\*\*Applies to 56% of Group C Firms



WATERLOO SUPPLY offers its customers a wide variety of products.

"Our National Change Computation Register

# saves us \$2,200 a year...

pays for itself every 11 months!"-waterloo Supply, Akron, Ohio

"Our National System provides our customers with prompt, efficient service," writes A. Klausner, owner, Waterloo Supply. "Our customers certainly appreciate the automatically computed change provided by the National Change Computation Register. Gone are embarrassing errors due to mental computation. Now, our customers are assured of the correct total and change due them.

"The National System enables us to keep accurate up-to-date records and thus have better control over all departments. In this way, our over-all operation has been strengthened through careful attention to previously overlooked and unprofitable areas. Timeconsuming details such as sales tax and refunds are now easily controlled with mechanical totals.

"We consider the National System to be a highly profitable investment with many time- and money-saving features. Our National Change Computation Register saves us \$2,200 a year ... pays for itself every 11 months!"

a. Klausney
owner, Waterloo Supply

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio 1039 OFFICES IN 121 COUNTRIES • 75 YEARS OF HELPING BUSINESS SAVE MONEY

Your store, too, can benefit from the time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then

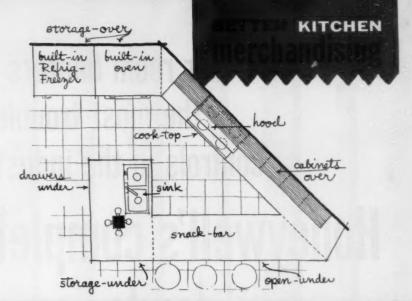
through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit.





# He Plays the Angles To Sell Kitchens

When he found that owners of older homes hesitated to remodel their kitchens because of unusual floor plans or troublesome construction features, Denver dealer Joe O'Connor, Jr., used the display kitchen (below) to demonstrate how easily he could solve their problems





THE display kitchens in O'Connor's Dream Center in North Denver are built around old-fashioned ceiling posts, wide-angled corners and narrow wall spaces.

That's because they're designed to catch the attention of owners of old houses, which in that area of Denver are more than likely to pose such design problems.

Aware that these prospects hesitated to have their "unusual" kitchens remodeled because they feared it was too difficult, O'Connor designed his showroom displays to demonstrate that

—it's really no problem at all to install a modern kitchen in an old house, and —it's cheaper to build around the angles and obstacles than to eliminate them.

O'Connor went after the old house market two years ago when he first opened his Dream Center in the heart of North Denver where many of the city's oldest and, according to him, "oddest" kitchens are to be found.

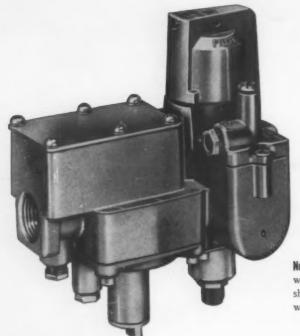
Since then he has averaged 40 kitchen sales per year. Installations the first year ranged from \$700 to \$2200. Now he gets orders for kitchens budgeted from \$2500 to \$4000.

All the jobs go on one ticket, because O'Connor employs his own staff of planners and workmen. He has two kitchen designers, one decorator, a carpenter (who can handle linoleum), an electrician, a tile setter and a painter. Little outside contracting is done, except for plumbing which is handled by O'Connor's father, a longtime plumbing contractor in Denver.

Although the Dream Center is only two years old, the O'Connors have 27 years of remodeling experience behind them. This is a major point in the pitch. So is the fact that they are North Denver residents themselves. They know the problems involved and have found out how best to get around them.

# For room heaters the most trouble-free controls in the industry

# Honeywell's complete Adatrol\* line ends your stocking problems



Now, you can sell budget-minded customers the basic C596 Adatrol first, and their choice of add-on thermostats later. And, you can offer specific thermostatic control best-suited to individual needs. Honeywell's add-on Pressure Regulator permits you to handle changes between street gases requiring a regulator and LP gases that do not. For complete information on all the Honeywell Controls mentioned here call your local Honeywell office, or write Minneapolis-Honeywell, Dept. EM-7-19, Minneapolis 8, Minn.

New C596 Adatrol—smaller . . . higher capacity . . . with "A" cock . . . "B" cock . . . complete pilot shut off . . . unregulated pilot gas . . . with or without pressure regulator.

You offer 3 different add-on thermostats—stock one basic unit.

With just a screwdriver add any of these three thermostats...



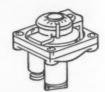
Snap Action Thermostat (V5165 Adatrol) is achieved by adding T5000 Thermostat.



Modusnap\* Thermostat snap action and modulating control (V5166 Adatrol-Modusnap).



Wall Mounted Thermostat with twenty-four volt operator (V8168 Adatrol).



PLUS Pressure Regulator easily added-on to basic unit or any thermostat combination.

Honeywell

\*Trademark



First in Control

IN HEATING APPLIANCES, YOU HAVE MORE TO SELL WHEN YOU SELL HONEYWELL.

Electrical Merchandising presents its

annual authoritative report on the latest product and merchandising developments in • stereo and phonos

portable organs

• imported merchandise

radios

Just one year ago this month stereo was born.

Lots of things have happened in the ensuing 12 months.

The public has reacted in unexpected fashion.

The industry is still trying to learn how to sell the new product.

The product itself has changed.

And business, while good, hasn't been quite the bonanza some of the optimists were planning on. That's why this month, as new lines make their bow, dealers everywhere are asking

# What's Happening to

# STEREO?

JAMES J. CASSIDY

STEREO will get more complex before it gets simpler.

This is evident from advance talks with phono manufacturers and from advance looks at their 1960 lines being introduced at the Summer Markets in Chicago and the Music Show in New York in mid-June.

The theme for stereo marketing this second year is clearly compromise-but inventive compromise. As a group, the makers still want to deliver true stereothe ideal separation of sound by six or more feet. But they also will bend to the demands of Mrs. Consumer. If market research gathered since last fall holds up for the long run, Mrs. C is perfectly willing to give up the separation and settle for a lesser stereo effect rather than accept the two-piece bulk necessary for the real thing. She's shown strong preference for one-piece, stereo-complete-in-one-cabinet goods. She says she hasn't got space in her living room for two pieces.

### What Will the New Stereo Look Like?

So this year, the manufacturers as a group will cater to her whim and will give her plenty of one-piece goods. But they'll also try to persuade her that what she really is against is two BIG pieces. They'll coax her to truer stereo with a second piece that's smaller; with second and third pieces which can be tucked away

out of sight. If it's speakers she doesn't like, they'll offer her speakers which don't even look like speakers.

They'll also be persuading her that maybe she doesn't want two pieces NOW. So, on her self-contained stereo in the one-piece cabinet will be a switch. With the switch and a second piece added LATER, she can throw the second leg, the channel B, into the remote speaker and bring channel A through both speaker systems of the master unit. And if she really wants to go all out she can throw the switch to a third position which will deliver channel A from one speaker of the master, channel B from the remote, and from the second speaker in the master will come a delicate blend of channel A plus channel B. This latter gimmick will be merchandised as "hole-in-the-middle stereo" or "three channel stereo." It will be heavily promoted this year.

Note the use of "she" and "her." Market research on consumer reaction has shown that momma is The Man in too many stereo cases. Whether poppa wants separation, two-pieces, a dozen controls, coffinsized cabinets or not, momma is saying: "Sorry, Dad. One piece. That cabinet style. And the rest is up to you."

But Mrs. C. hasn't taken over all of the show. Poppa, who is the more natural audiophile of the two, is still calling his share of the shots. Though there is a swing to one-piece, that's partly because so many makers misguessed on the powerful appeal of one-piece at stereo's introduction and filled in so hurriedly with one-piece goods at the mid-year January markets. Two-piece is still in the line and it's still important.

Despite the fascination by some makers for gimmickry in the second piece, many leaders are holding to the two big piece concept and delivering matched pairs. Some concede slightly and deliver the second piece slightly smaller but precisely matching the style of the master piece. Noting the apparent willingness of the consumer to pay \$300, \$500 and \$700 for stereo, there's a heavy trend to "quality" goods in two-piece.

Throughout the console lines this year you'll see heavy accents on furniture. As many as five and six styles will be appearing within single brand lines from breadand-butter French Provincial through moderns and contemporaries to the new Orientals.

You'll see more "flavors", too. More real woods, solids. "Genuine," "approved by" wood institutes, and other decorator nomenclature will show up in copy and on hang tags. Walnut will be very big. Fruit wood will be important. Mahogany will stay strong. It's the blonde that's losing out.

The importance of space in the living room has brought with it a trend to smaller cabinet models sprinkled through many lines. Magnavox is an example. Despite 50-inch TV combinations at the top of the line, the company also introduced a 32-inch wide console in the spring. Others will have one or two models even narrower. Height is going down too. Philco is showing one console which barely tops a salesman's knee.

### How Much Will It Cost?

Prices won't go down, however. Though smaller gimmick speakers at \$10 each would appear to bring down costs, the trend is up. Master units now contain stereo changers which cost more than monophonic changers did. Dual channel amplifiers cost more than single amplifiers did. Cabinetry costs more. Ganged controls and "instrumentation" (that's the new word this season for deluxe knobs, switches, control panel finishes) are expensive.

Wattage is up: 12 and 24 are par for the course; many makers will have at least one "horsepower" model in the line with up to 80 and 100 watt output. This despite the cry of some engineers who insist that anything over 5 watts is "spinach". Speakers are bigger and there are more of them.

All this costs money. Price tags will go higher.

### How Many Will Be Sold?

The whole growth of the phonograph business has been in the "over \$100" goods for the past three years, recession or no.

Last year industry sold about 900,000 radio-phono combinations, most of these in the console area. Manufacturers look for over a million this year. Many marketing executives are looking for nearmillion unit sales of phono-only consoles. The trend in all consoles, both phono-only and radio-phono combinations is to the high end. Electronic Industries Association's statistical department has had to add two brackets to its former high. The top bracket was once called "over \$300". Now the high end combinations are reported more precisely as: "\$300 to \$499 .-99," "\$500 to \$749.99," and "\$750 and more list". Consoles and consolettes in the phono-only group used to top at "more than \$200 list." Now they are reported as

\$200 to \$249.99," "\$250 to \$299.99," and "\$300 or more."

For the past three years, industry has been selling a fairly constant 3 million units in the "below \$100" categories. It should do it again in 1959. And even in this price range the individual price brackets will probably show higher. One of the biggest makers of portables points out that before stereo, the deluxe manual phono was \$30. Today the deluxe manual is stereo at \$39.

He continues that in pre-stereo days, \$69.95 was a magic price. Today, the \$69 is "vanishing" and is gradually being replaced by the \$99 list unit which retails at "maybe \$85."

Incidentally, he insists, though some others disagree, that the whole area from. \$40 to \$85 is sagging in importance, that business from \$40 down is to be hot this year and from \$85 up. He also expects that the \$39.95 stereo portable level, which Columbia exploited so loudly in January, will draw such a stampede of makers that some will "break their backs" and bring out stereo units as low as \$29.95—self-

has a different futur

MORE

# They're All Called Stereo But... There are six different kinds of stereo sets..... and each

WITH THIS SET	YOU GET	YOU ADD	has a different future.
WIRED FOR STEREO	Last year's nearly-monophonic set. Had wired tone arm and stereo jack, single amplifier, speaker.	Stereo cartridge, second speaker-ampli- fier unit to play stereo.	Just about gone from the lines.
EQUIPPED FOR STEREO (with single amplifier)	One of last year's two-piece packages.  Master has amplifier and speakers for one channel only; jack for remote slave.	Remote with second speaker, amplifier; jacked into master for stereo.	Fading out, though some speaker-ampli- fier slaves still coming. Adapted radios and TVs can be used as speaker-ampli- fier remotes with single channel stereo masters.
EQUIPPED FOR STEREO (dual channel)	Master has amplifiers for two channels, full range of speakers for one.	Second speaker-only for stereo.	Very important. Remotes will be both full range systems and tweeter-only systems. Former work well as auxiliary for playing monophonic record in bedroom, patios, etc. Latter won't.
MIXED LOWS, OF COMMON BASS STEREO	Looks like one-piece. Has pull out tweeters so that highs, which produce stereo effect, can be set as outriggers for maximum separation.		Will be heavily promoted. Outriggers will come in variety of unusual forms. Some outriggers lack woofers, hence won't work well as full range auxiliaries.
"THREE CHANNEL" STERED  Steam switch  O O O TO T	One-piece, self-contained master — but with optional full range matched remote speaker. Stereo choice switch permits user to get both channels through master; to throw channel B through remote for better separation, getting channel A through both speakers in master; to get channel A from one of master's speakers, channel B from remote, get blend of A plus B through master's other speaker.	Optional remote, full range speaker, for true separation.	Several brands to offer this maximum flexibility package. Don't be confused. "Third" channel is electronic creation. Stereo records still have but two channels.
ADD AM-FM STEREO RADIO	Phono-radio combination. May come with tuner in, or with provision for drop in of tuner.		Very big. Regarded as "must" goods by most makers. Be careful. Some tuners are AM or FM; others bring AM and FM simultaneously for stereo radio broadcasts.

# REPORT SOUND

### How Much Do You Know About Stereo?









- 1 Identify these four stereo trend setters. What 1960 trends did they anticipate?
- 2 "Is storee better than hi-fi?"
- 3 When is stored equipment "compatible"; when is it not?
- 4 What does the word "storeo" mean?
- from monophonic?

  6 Which is the better stores rig
- 6 Which is the better steres rig
- 7 What basic theory gave birth to smaller remote stereo speakers?
  - You'll find all the enswers to this

contained, with "winged, hinged, lidded and piggy-back speakers."

Despite the rush to \$30, however, the total portable average will still be up in dollar value because of the spectacular success of Motorola's original \$159 three-piece and similar versions from \$119 up.

The year's outlook? Most makers are looking for "1957 all over again." They mean 5 million units—up from the 4.2 of stereo's first year, the confusion year, the recession year. And because of upgrading mentioned above, ELECTRICAL MERCHANDISING'S January prediction of \$765,000,000—a 34 percent increase—at retail for 1959 still looks good. Phonographs are getting steadily closer to TV's billion plus dollars at retail.

### What Happened Last Year?

Now that it is over, what was stereo's actual effect on the phonograph market? How big was stereo? On the surface not very impressive. Because there was no stereo production at all in the first two quarters of 1958, and stereo was just beginning to roll into part of the mix in the

third, stereo represented only about 25 percent of the total production last year. But take a close second look. By the fourth quarter, stereo was taking 80 percent of phono-only consoles, 44 percent of combination radio-phono and 17 percent of portables and tables.

There was still some monophonic production as there was still some doubt as to whether the public would accept and pay for the stereoizing of all units. There was still some doubt in manufacturers' minds as to whether stereo was here to stay or not.

All this doubt is now gone. Industry sees stereo as here forever. The family is accepting stereoized units whether father plays stereo records or not on his new machine. From here on out stereo is standard equipment. By the fall, there will be no monophonic production above the \$100 list price and probably none above \$40. Only kiddie goods will be monophonic.

### Will Selling Be Easier In 1960?

With broadened lines making their appearance, the dealers' buying won't be

easier. But selling might be, despite the complexity of the assortment.

Factories have been watching the retail salesman's influence on the way the cat is jumping. They've seen that the salesman is taking the shortest cut possible—which is natural. He's cutting through detail, often oversimplifying. He's cutting the time of the stereo sale back down to the time it took to sell plain old hi-fi.

The factories are aware that the popularity of one-piece isn't all due to Mrs. Consumer and the space in her living room. Salesmen see one-piece as a simpler sell. One-piece can be presented as hi-fi—with the added feature of stereo.

This short cut sales approach has some factories concerned. They feel that the complexities of stereo may also have spawned a "Shut Up!" school of selling. Salesmen are moving stereo sets as mere phonographs—without clouding the air with stereo talk at all. Some people, wanting a phonograph, are buying stereo masters simply because everything is stereo. They're brushing off the second piece and ducking stereo questions which may make them appear lame brains. And they're ducking self-contained units because of the built-in cost of second channel equipment.

Some salesmanagers assume that this year the short cut men will ignore the newest forms of stereo and stick with the more established (a whole year's seasoning!) and simpler one- and two-piece units. The full story stereo man will find less competition in the step up to newer, more involved forms.

Should you use the "Turn it on and shut up!" approach or the nuts and bolts, full stereo story? It is up to you. There'll be customers and goods in the 1960 lines to fit both approaches. Be aware that there are two schools. Relearn the stereo story ("Here's All You Need to Know About Stereo," Electrical Merchandising, August 1958.) Distill it for the middle of the road approach. Be prepared to swing to either side. Develop a story that makes sense. Avoid, unless absolutely necessary, a long talk on psychoacoustics.

Your story can make stereo simple.

### What Else Is Happening to Stereo

### STEREO BROADCASTING

There are two distinct types. One is here. The other won't be for a year—but it will be important when it arrives.

The first kind is two-station stereo. An AM and an FM station cooperate, each sending a different leg of the stereo program. The listener tunes in on two sets. A recent count by Billboard shows 113 stations offering this service, usually where the station owns both AM and FM. NBC will offer stereo broadcasts to its 200 affiliates "occasionally" and about 90 are expected to go along.

The second type is called multiplexing. This is one-station stereo in which a sub-carrier is added to the regular signal. The customer tunes one frequency only, splits

the signal over two amplifiers and speakers.

FCC must still decided which of 17 systems already suggested for multiplexing will become the standard. No decision is expected until after February 1960.

### STEREO RECORDS

They are plentiful, major labels offering over 100 stereo albums each. But to record firms, stereo is still a small market, there being only 2 million stereo players in use vs. 30 million monophonic. Still, stereo is earning from 15 to 25 percent of record album volume per month.

But stereo is being introduced to more masses by the juke box. Billboard expects that of 450,000 jukes in use, 20,000 will be stereo by the end of this year. Stereo on 45 rpm singles, such as used in jukes, is expected to pull the teenager farther into the phono market and continue to do business for the manual phonos at \$40 and down, and for the low end portable automatics.

### CONVERSION

Conversion of in-use monophonic phonos to stereo has not proved a big business. Most factories and many dealers are against conversion promotion, preferring to sell new stereo goods.

Conversion market is small, limited probably to owners of high end, furniture type hi-fi sets, bought within the last two or three years. Owners of older or cheaper sets are better worked on as prospects for new stereo.





# Imports Pack a Wallop

Foreign-born radios pose a serious challenge to domestic producers in certain product lines but American manufacturers are starting to do some serious counterpunching

### By JOHN A. RICHARDS

L AST YEAR Japanese manufacturers exported 2,506,920 radios to the United States, a phenomenal 291 percent gain over 1957. In 1959, this figure may jump close to the four million set level.

That's the kind of wallop being packed by imported radios today.

Imports from Germany have shown less phenomenal but equally significant increases. One manufacturer estimates that 200,000 radios and phonographs were exported to the United States in 1958. Of total radio and phono exports of 282,860,000 DM (Deutsche Marks) in 1958, 42,891,000 DM went to the United States.

Considerably smaller imports also arrived in this country last year from England and Italy. The United Kingdom shipped about 4,400 radios and 3,600 phonos to this country while Italy exported 3,769 radios to the U.S.

What do figures like these mean to domestic producers and to American retailers? Is the trend to imported merchandise likely to continue growing? How have domestic producers countered these developments?

These are the questions ELECTRICAL MERCHANDISING has posed to retailers big and small, domestic producers and importers. McGraw-Hill World News Bureaus in Tokyo, London, West Germany and Italy have supplied additional information from overseas. The result is this story, the first full-dimension portrait of the imported radio business. Here's how that portrait shapes up:

### **Two Countries Dominate**

The foregoing makes it clear that the boom in imported merchandise is largely in German and Japanese sets. That much is obvious—but the reasons for this development are somewhat less apparent.

Quite obviously the popularity of German and Japanese merchandise would not have been possible had not wartime animosities largely disappeared.

Nor would imports have reached their present level had not the public come to the conclusion that these foreign manufacturers were producing quality merchandise. German craftsmen have long had such a reputation and the first German radios on the American scene tended to confirm this opinion with their emphasis on multiple speakers, big control panels and other "technical" features.

For the Japanese the achievement of a reputation for quality was a much more difficult process. The post-war success of the Japanese photographic industry

MORE

# Imports Pack a Wallop CONTINUED

helped dispel the popular notion that this country turned out only cheap, price merchandise. For a while, however, the Japanese radio industry hurt itself by marketing tube radios selling for as low as \$5. But the sudden emergence of a transistor industry in Japan helped overcome this inauspicious start. Further technical developments in miniaturized components tended to confirm the growing opinion that the Japanese radio industry was technically qualified.

Perhaps the biggest reason for the popularity of the imported merchandise lies in the profits which could be made on it. Retailers, of course, liked the low prices of such merchandise. But even more they liked the margins they could achieve on these sets. Mass merchandisers and key independents in New York, Chicago and Los Angeles led the parade.

Nor can the contribution of a small band of specialty importers be overlooked. Most of them were veterans of the radio field and all of them quickly realized that imports could not succeed unless backed by adequate service facilities.

Among 40 importer-distributors handling some 55 brands of Japanese transistor sets the most notable are: Transistor World (Toshiba); Delmonico-International (Sony, Delmonico-Int'l); Electronic Utilities, Chicago division of Sampson Co. (Hitachi); Shriro (Crown, Linmark); Continental Merchandise (Continental); Channel Master, Ellenville (Sanyo, Channel Master); Harpers International (Harpers, Royal).

There are not so many German importers. In estimated order of volume dominance they are: Majestic-Grundig (Grundig); Pickens (Blaupunkt); Delmonico-International (Kaiser, Emud, Kuba, Corting, Sudfunk, and assembler of Delmonico-Int'l. label); American Elite

(Telefunken, shifting from assembling to finished imports); Videola Erie buying from Loewe-Opta (Fonovox); Sterling Audio (Nordmende). Metz is now reported to be on a direct deal with Vim Radio. Braun, Siemens, Tonfunk and a few other scattered brand names wind up German offerings. North American Philips units (Norelco) have dwindled to table sets, found in isolated shops like Liberty Music in New York.

English imports, other than limited quantities of portable phonos on direct order by firms like Macy's and Jordan Marsh, are confined to hi-fi and stereo consoles. Olympic Radio & TV is importing some lower priced consoles. Biggest factor here is the Capehart Corp., importing radio-phonos and straight phonographs in four basic models from \$249 to \$629. The sets are made by the English affiliate of Capehart, the Radio Gramophone Development Co., Ltd., and are distributed through Gross Distributors, N.Y.

American Geloso is the biggest active importer of Italian goods. Involved are three tape recorders retailing for from \$180 to \$220 and a single AM/FM radio for \$80.

### How They're Distributed

Except as mentioned, these importers are based in New York. With minor exceptions, all are the New York distributor as well as the importer.

In the case of German goods, all importers have exclusivity. Any direct request to factory for a deal, no matter how big the account, finds its way back to the desk of the importer in New York.

Japanese merchandise fits into a trickier pattern. Except for Sony and Hitachi, most Japanese brands are not exclusive with a single importer. A list of 76 manufacturers, for instance, makes 245

brands of portable radios. Forty-three of these are tube radios. As many as three or four companies are making the same brands. Importers may therefore receive supplies of the same brand from several different companies. Not all of the 245 brands are found in the U.S., but a goodly number are.

How do they get here? This adds to the trickiness. The 30 percent of Japanese sets not sold by the specialty importers, who sell service hard, trickle through the country via general importers, trading companies, brokers, and even tourists of varied descriptions who close a deal in Japan and try to peddle merchandise in the states. These last simply look for a sales or broker's fee. Perhaps 50 accounts have attempted to negotiate direct deals with companies in Japan.

### How They're Sold

Pricing and selling by the specialty importers or importer-distributors can be opportunistic. Importers search for market openings, then solidify a position.

Most typical of the straightforward approach is that of Ray Lackovic, president, American Elite, importer and New York distributor of Telefunken. He has 28 distributors covering the East, Midwest and the West Coast. His dealer total is unknown. In New York he has 37 dealers, including Altman's, Rabson's, Queen's Appliance. Elsewhere typical dealers are Wanamaker's, Philadelphia; Hecht's, Washington; Nieman Marcus, Texas.

To sell Telefunken, a dealer must offer service, must demonstrate and must display two each of table models and consoles. Distributor demands are just as stringent.

Lackovic's pricing schedule is cut and dried. On \$100 fob Germany, for example, this is what happens:

Duty, insurance, freight etc. comes to 20 percent, boosting this figure to \$120. As importer American Elite must make 25 percent, so cost to the distributor is \$160. A distributor must make 16 percent, so dealer cost is \$190.50. A dealer works on 40 percent, so retail price is \$317. Out of the \$160 American Elite gets from the distributor, 10 percent goes for federal excise tax. Another two percent goes to distributors for advertising. That leaves 13 percent for overhead and profit.

At Majestic-Grundig, Leonard Ashbach took the distribution structure inherited from the days when Majestic as domestic label was sold countrywide and channeled his imports through it. He has some 50 distributors throughout the country plus representatives. His dealer total is not known, but in New York, Sanford Electronics has run Grundig's dealer population well into the hundreds. Nationwide about 12 or so key accounts are sold direct. These include stores like Polk's, Goldblatt's, White Front, Davega and Friendly Frost. Aside from acknowledging 21 percent as the add-on to fob Germany for landed New York price, executives at Majestic-Grundig are not talking about margins.

Continued on page 71

# Playing the Numbers Game

Statistics on how many Japanese radios are imported into the U.S. are about as easy to master as Judo.

One version, based on Japan Finance Ministry and U.S. Department of Commerce figures, puts total imports for 1958 at 2,506,920. Of this total, 1,192,112 transistor and about 412,436 tube sets are reported by the highly-authentic Japan Machinery Export Association, which counts only transistor sets of three or more. The balance of 895,872 are classed as novelties (crystal, one and two-transistor sets). Reexports come to 222,320.

But many people dispute these figures. In particular, they maintain that the 1,192,-112 figure for transistor sets is much too low. These experts contend that the 13member American Radio Importers Assn. accounted for close to a million sets by itself in 1958. Big trading companies (like Inter-Ocean which supplies Olympic and others and also re-exports sets to Latin America) and smaller importers account for another big chunk. Direct buyers, including department stores, take still another slice. Thus the 1,192,112 figure is just too low. These experts think 500,000 "toy" units were imported last year and concede that 250,000 were reexported.

Only one thing is certain—1959 figures will reflect sharp increases. The final figures won't be any easier to obtain than are statistics for 1958. The best estimate now is that an import total of 3,000,000 transistor sets alone is on the conservative side.

read
it here...
hear it
there\*

# \*THE GRAND SLAM THIS YEAR AT \*NAMM! make money fast

with the new sound of sound...
the new look of value

the fabulous

# STEREOPHONIC SOUND BY phonola





# the world's most beautiful phonographs in design, in sound, in sale-ability

There's no doubt—this is the line that will put PHONOLA high on your list of best sellers and will chalk up some mighty pretty money for you! Designed to make fast sales . . . the style and the sound—and the fabulous prices that spell value to your customers—these will convince you that in phonographs, it's PHONOLA! See the entire line—hear it—and when you learn how much you make on each set, you'll place your order fast. Wow—what turnover you'll get! No wonder dealers say "make money fast the PHONOLA way."

# \*ROOM 600, NEW YORK TRADE SHOW BUILDING, DURING NAMM

Complete line—Stereophonic and monophonic portables and consoles, manuals and automatics from \$19.95 to \$249.95 retail. Prices may vary in some areas due to shipping costs.



### Profitable Reading-Free Brochure:

Send for this book today—fascinating reading because it translates fast into fast sales and happy profits. All the details on the world's most beautiful phonographs. Get yours!

the fabulous

# phonola



WATERS CONLEY COMPANY, INC.
National Sales Office: 17 East Chestnut Street, Chicago 11, Illinois

America's Oldest Phonograph Manufacturers

	OMPANY, Inc. et, Dept. EM-79, Chicago 11, Illinois
	money fast! Send me all details on bulous PHONOLA.
NAMECOMPANY NAMEADDRESS	TITLE CHECK ONE: DEALER DISTRIBUTOR

# THE GREATEST ACHIEVEMENT "DUET" from Hoffman

Not since the introduction of radio in 1920 has there been The HOFFMAN "Duet" provides a complete home theatre in television, monaural and stereo high fidelity—

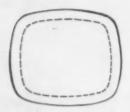
# From Hoffman...a new dimension in sight!

With the new 23-INCH PAN-O-VISION—revolutionary new-wide screen TV—HOFFMAN introduces the ultimate in television. The new screen actually gives you the full PANORAMA of TV. It lets you see — for the first time — the WHOLE picture. You see just what the TV camera sees, ALL the picture just as it is transmitted.

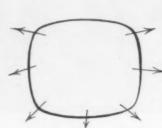
The new Hoffman Pan-O-Vision adds to the finest picture superb stereo sound. Matched multiple speakers deliver unsurpassed quality reproduction. And the new Hoffman becomes—with its companion, the "Fantasia" Stereo-Fi—a second speaker system to give you true stereo at its best!

Beautifully designed, the new Hoffman comes in a variety of fine furniture finishes.

Only HOFFMAN offers so much in TV!



Hoffman has removed the corners, ripped off the mask! The new PAN-O-VISION SCREEN shows ALL the picture, just as it is meant to be seen, just as it leaves the transmitter. With the sensational PAN-O-VISION screen, HOFFMAN has achieved a new dimension in sight.



No matter where you sit, you see the full picture, UNDISTORTED. The HOFFMAN PAN-O-VISION SCREEN permits arrangement of furniture to suit individual taste and still see ALL the TV picture, clear and clean!



AI

AI

Because there is no extra glass of ANY kind in front of the HOFFMAN PAN-O-VISION screen, annoying countless reflections in an ordinary TV set are eliminated. Try it with this simple test.

### HOFFMAN'S BREAK-THROUGH SENDS YOUR SALES SOARING!

With the "Duet" HOFFMAN produces the greatest sales merchandise in years! Here is what your customers are clamoring for. So swing open the doors, get out the order books and sharpen the pencils!

# WHAT THE HOFFMAN COUNT-DOWN MEANS TO YOU!

The "Duet," a completely revolutionary concept in home entertainment packaging, was designed with your needs in mind. They're priced to sell in volume, to increase your return on investment with double profit dollars!

World's Finest Quality TV

Hoffman Quality has earned the Good Housekeeping Guaranty Seal.



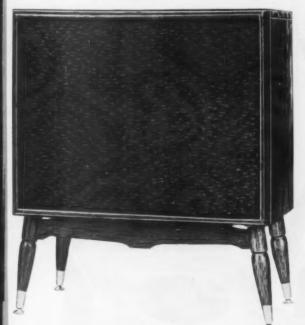


PLAN NOW FOR THE BIGGEST SALES, THE HIGHEST PROFITS

# **1 39 YEARS!**

# a leader in space electronics

such a revolutionary development in home entertainment! AM/FM TUNER, MULTIPLEX/TAPE, the newest and best **ALL AT A COST OF STEREO ALONE!** 



# From Hoffman...a new dimension in sound!

HOFFMAN Stereo-Fi is the most advanced stereo high fidelity on the market today. HOFFMAN incorporates such quality features as 4-speed record changers, 40-watt peak output, contoured loudness controls, electronic crossover networks, additional inputs for TV-TAPE and STEREO TUNER/MULTIPLEX.

Outstanding design in a variety of fine furniture finishes makes Hoffman Stereo-Fi a beautiful addition to any home.

With its companion, the Hoffman "Neptune" Pan-O-Vision TV, Hoffman stereo gives COMPLETE home entertainment. The combination provides:

- Finest FM/AM radio . . . genuine 2 microvolt sensitivity
- The newest and best in TV-the PAN-O-VISION screen
- . Monaural and stereo hi-fi in a single unit
- TRUE stereo with superb TV speakers forming the second system
- TV with TRUE stereo sound with separated speakers

Infinite combinations offer a wide variety of uses in these two beautifully matched

AND THE COST OF BOTH UNITS IS NO MORE THAN THE COST OF MOST QUALITY STEREO UNITS ALONE!

MODE CONTROL. Stereo or monophonic from one or both units. Reverses channel sound output.

BALANCE CONTROL. Balances right and left channels' sound output.

For TV/Tape input, for phonograph, AM, FM-AFC Multiplex, FM.

TUNING CONTROL

TREBLE CONTROL. Controls treble response from both channels.

BASS CONTROL. Controls bass response from both channels.

LOUDNESS CONTROL.

### LAUNCH YOUR PROGRAM NOW!

You'll get off the ground FAST with HOFFMAN. You offer your customers TWO superb units for the price of ONE. That will keep your sales air-borne for months to come!

We have a few outstanding distributor territories open. Contact HOFFMAN at the N.A.M.M. Show or write HOFFMAN, 6200 So. Ava-Ion Blvd., Los Angeles 3.

See the sensational new HOFFMAN "Duet" and the complete line of HOFFMAN TV and Stereo at the N.A.M.M. Show, New York Trade Show Building, Rooms 505, 506, 508 and 512, or contact your nearest HOFFMAN distributor.

World's Finest Quality Stereo

YOU'VE EVER HAD-WITH HOFFMAN'S INCOMPARABLE "DUET"!

# **NEED-L-MINDER\* TIMER**

- Protects valuable record collections
- Automatically measures needle hours
- Adds sales appeal for high fidelity sets

It's here . . . brand-new Telechron Need-L-Minder\* Timer . . . a fabulous sales feature for the high fidelity fan! And here's why! The useful Need-L-Minder Timer accurately keeps track of diamond, sapphire and other needle hours, automatically . . . protects valuable record collections from worn-out needles . . . eliminates painstaking and less accurate charting of needle-life by the customer. The all-new Need-L-Minder Timer is easy to demonstrate and customers will appreciate its simple, practical utility—it's a low-cost insurance policy for their highly-prized records.

And remember, you get *more* than new and exciting sales features in the Need-L-Minder Timer. The long-established Telechron Timer standards of long life, service-free operation, modern design and *competitive* price are part of the sale. They all add up to greater customer acceptance, more profitable business for you.



# Here's how it works:

Just set the Need-L-Minder Timer to zero. Timer will tell you automatically when needle should be inspected.

# TELECHRON TIMERS...

750

especially designed for set-it forget-it living

<sup>\*</sup> Trademark of Telechron Timers, Clock and Timer Department, General Electric Company, 412 Homer Avenuc, Ashland, Massachusetts

# Imports Pack a Wallop CONTINUED

Former key executives at Majestic-Grundig have branched beyond their days with Ashbach to importing firms of their own. At Videola-Erie, which imports and distributes Fonovox, Gene Lucas has built a national organization which attains coverage through selected distributors and field representatives. Four field managers oversee the merchandising efforts of distributors in Pittsburgh and the Southwest; of three reps in the Midwest; of warehouse operations on the West Coast; and of direct sales to the South, with the exception of Florida, where Jefferson Stores are given wide coverage. Because of UL regulations, the firm gives San Francisco, Washington, New Orleans, and the state of Virginia a wide berth.

At Videola Erie, differential between fob Germany and landed New York prices is said to be 40 percent. No markup figures are given.

Sterling Audio's Lou Silver, also formerly with Majestic-Grundig, sticks to selective franchising with his Nordmende line. Until last year an exclusive with Macy's existed in New York, for example, but now he sells dealers other than the big discount houses and the chains. Silver's estimate for distributors nationally of all lines is several hundred, with dealer population handling German imports estimated at 5,000.

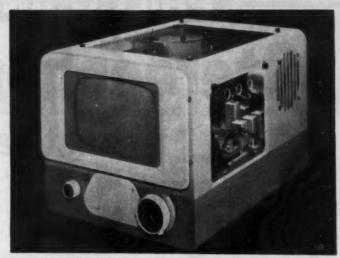
At The Capehart Corporation, Robert Gross, president, admits to no distributors. He sells direct to dealers, through Gross Distributors, hits key markets only, and concentrates on department store and music house accounts. Olympic, on the other hand, works through an estimated 70 distributors.

Miles Spector, sales manager, American Geloso, claims 75 packaged goods, parts and specialty distributors throughout the country. Approximately 1000 dealers, including camera stores and medical supply houses, as well as department stores, appliance and music stores, handle the firm's single imported radio and its tape recorders and dictating machines. Spector is not after maximum distribution, has a firm list price on recorders but not radios. He still maintains that his distribution is so selective that a dealer can make about \$32 (40 percent margin) on his \$80 radio. For instance he has only 35 dealers in New York, including Macy's, Gimbel's, Altman's, Willoughby's, and Hammacher-Schlemmer.

At Delmonico-International, Adolph Juvilier, Al Friedman, and Herb Kabat, all formerly of Olympic, have forged an import business which is strong both in German and Japanese goods.

The Sony line of Japanese transistor sets and other Delmonico lines are sold through about 20 distributors in major cities, and sold direct by eight salesmen

Continued on page 93



Although it is not yet in production, this Toshiba eight-inch batterypowered TV set has attracted world-wide attention. It's just one more

# The Japanese Have Big Plans

Electronics manufacturers, enjoying a "fantastic" boom in radio, study the export possibilities of a widelypublicized but seldom-pictured portable TV set (above)

Tokyo (McGraw-Hill World News)-"There isn't an American electronic firm that isn't represented by someone in Tokyo today either buying transistors or looking into the possibilities," is the way one bystander in the industry put it late last

But the rumors of impending deals-and deals already made-seem to have outrun the actual contract arrangements.

The reason for the chaos surrounding the whole subject of Japanese transistors, transistor radio manufacture, and their export are fairly simple:

1) Never in the history of Japanese industry-or perhaps any electronics industry anywhere-has there been such fantastic growth in such a short time.

2) Never were a group of manufacturers -the Japanese transistor producers-ever more wary that their enthusiastic selling in the American market might kill the goose that laid the golden egg by bringing down the wrath of American manufacturers, bringing on higher tariffs, or quotas.

Even the figures are confused. Japan machinery exports association announced this week Japan licensed for export 1,387,-859 units of transistor radios (with more than three transistors) worth \$26-million to the U.S. last year-about three times more than the year before the last.

Actually, however, the Finance Ministry reports said 2,779,952 units of radiosmostly transistor radios-worth \$42,190,-193 were exported in fiscal 1958 (ending March 31, 1959).

The discrepancy in the two figures come from the fact that one is licensed and the other, non-licensed.

This is 66 percent of the total number of transistor radios exported last year from Japan to all countries. No other industry in the history of Japan has ever boomed in one year as has the production of transistor radios.

Japan has not made comparable progress in the export of TV receiving sets. None were exported to the U.S. out of the total production of 687,540 units in 1957. Last year, only 500 21-inch sets were shipped to the U.S. out of a total of 1,205,205 units produced. 1,079 units were exported elsewhere.

One of the most promising TV sets for export is Toshiba's portable, eight-inch, battery-powered TV receiving set, which weighs only 32 lbs. Toshiba realizes very well there may not be a market for such a small set in the U.S.

"The U. S. market is now being surveyed," a Toshiba spokesman said. "If it is okay with U.S. customers, we will be ready to export them around this fall."

Production of transistors is even more fantastic. Officially, there were 7,587,312 transistors produced. But that's less than a half of what Toshiba produced last year. Major electrical firms expanded their production capacity of transistors two or three times last year but how many they produced is kept a secret or just isn't known.

The Ministry of International Trade and Industry (MITI) this week approved \$28million in capital expenditures for fiscal 1959 and \$10-million for fiscal 1960 to complete the expansion program of the industry with an emphasis on mechanization of the production lines.

An even more closely held secret is who

these electronic manufacturers are dealing with in exporting what and how much. Rumors seem to be more numerous than actual deals among the manufacturers.

The reasons why these manufacturers are reluctant in passing out information on what they are doing outside the country is the competition still going on in the domestic market. The Japanese market is not big enough to digest transistor production capacity. Japanese manufacturers are sensitive to the possibility that U.S. manufacturers will agitate for a tariff increase or a quota against Japanese radios.

# PHILCO ANNOUNCES

# Stereophonic Sound that can be Tailored to <u>any</u> room!





PHILCO with exclusive STEREO-PHONES is CUSTOM STEREO—at packaged-goods prices! Now, PHILCO answers every possible requirement, space...style...furniture type...performance and cost!

Philco Custom Stereo with STEREO-PHONES combines all the features your customers want most! STEREO-PHONES are movable speaker units—the most advanced ever designed. They can be placed anywhere in the room. And, except for model 1814, they can be played conventionally inside the cabinet!

Each STEREO-PHONE consists of an exclusive wide-range Philop push-pull electrostatic

reproducer that swivels—and a powerful 10-inch oval mid-range speaker. Each STEREO-PHONE delivers the entire middle and high frequency range. A new wide-angle uniform response enables Philco STEREO-PHONES to deliver truer, richer stereophonic sound under all conditions than old-fashioned sound systems. Enjoy the greatest profits in stereo history—call your Philco Distributor today!

# Satisfy every finish and style need with this Philco line of seven basic models!



Stereo in regal splendor! Finest quality in Philco history. Features two movable STEREO-PHONES and two powerful 12-inch auditoriumtype bass speakers. New 100-watt peak push-pull amplifier. Complete Control Center including Function Switch. New Micro Mix fully automatic changer. Diamond needle. Record storage. "Drop-in" tuner provision. Luxurious mahogany or cherry finished Mastercraft wood cabinet - with full bass enclosure and exclusive Acoustical Filter.

# PHILCO CUSTOM STEREO

Each Custom Stereo is like two instruments in one! First, demonstrate it as you would a regular stereophonic set. Then remove the

# STEREO-PHONES!

Let your customers place them where they like the sound best. Never has one stereo instrument offered such compactness and flexibility - it's truly terrific!





Jewel of the industry! Has STEREO-PHONES. 12-inch bass speaker. 80watt peak amplifier. Micro Mix changer. Complete Control Center. "Drop-in" tuner provision. Three cabinet styles in cherry, mahogany and walnut solids and veneers.

"BERKSHIRE" stereo console! New 80-watt peak amplifier. STEREO-PHONES. Complete Control Center. Micro Mix changer. Diamond needle. "Drop-in" tuner provision. Mahogany, blond oak, walnut and provincial solids and veneers.

# Look for this badge of quality available only from PHILCO!

Here is your customer's guarantee of the finest cab-inetry in the industry! Now Philco's superiority is twofold, the best quality sound — plus real furniture

From classic period styles to modern design, Philco

has the deep-routed curves and luxury lines only master craftsmen can produce. Philco cabinets are handrubbed and polished perfect. Yes, now you can sell him on the sound, and sell her on the furniture!





# STEREO AM-FM TUNER

Here's a new big-profit opportunity! It's a cinch to install; just drop it in, make a few simple connections and plug it in - that's all! This Philco tuner is a natural "add-on" sale with no inventory problems. Precision-built and loaded with fea-



# ULTRA-NEW PRECISION CHANGES

New Micro Mix changer has a big exclusive feature — when big exclusive feature — when records change, the turntable stops! This "pause" protects records—improves performance. Has diamond stylus. Intermixes sizes and speeds. Brush cleans needle after each record.

### REVOLUTIONARY AUDIO DESIGN

STEREO-PHONES may be placed up to 15 feet from the cabinet. They comprise two units: At top, an exclusive super-sensitive push-pull electrostatic repro-ducer. At bottom, a powerful 10-inch oval mid-range speaker.

PHILCO WIDE-ANGLE STEREO



## STEREO-DORS!

A finger's touch adjusts Stereo-dors to fill any size room with true, rich stereo sound. It's the answer for customers who want genuine stereo in one compact cabinet!



Steres-dor sensation! New outrigger (HSS-10)\* speakers give added stereo separation! 22watt peak amplifier. Automatic changer. Mahogany, blond oak finish wood cabinets.



versatility! Removable legs. 4 speakers. Automatic changer. Tone, balance control. "Drop-in" tuner provision. Ma-



King of consolettes! Separate tone, balance control. 4 speakers. 12-watt peak amplifier. "Drop-in" tuner provision. Available in ma-hogany, blond oak and wal-



Steree-dor perfection! 5 speakers. 80-watt peak amplifier. Automatic changer. Separate controls. Regular mahogany, provincial and new California mahogany solids and veneers.

OPTIONAL, EXTRA

# hogany, walnut finish cabinets. nut finish wood cabinets.



# Look Who's Selling Organs Now

It's the appliance dealer—men like Joe Loscalzo, above, of New York City. Already, over 13,000 appliance stores are selling portable electric organs. Here's how they do it

# By JOSEPH KELLY

"SOLD MORE than 50 in three months . . . kids dragged their parents in," says dealer Joseph D. Loscalzo of Astoria, N. Y.

"They're a good extra item . . . sold 12 in the last six weeks," reports Joe Szerbinski of Radio Center, Melrose Park, Ill.

"They're almost self-demonstrating," says George Clark, appliance division manager of Carlisle Hardware, Springfield, Mass. "We've been selling in quantity in our 12 neighborhood stores . . .

200 to 300 sold since last December."

These are typical remarks, made by dealers around the country who've been selling the new portable organs.

Only a year ago most appliance dealers had never heard of portable organs. They probably knew little or nothing about organs in general and less about music. That may still be true. Nevertheless, today they're in the organ business—and appliance store distribution was a key reason for the sale last year of 120,000 portable organs.

# SPECIAL SOUND

How can appliance men sell what appear to be music store items? You hear dozens of answers. Here are a few:

Almost anyone can sell portable organs, because anyone can play them.
 Automatic chords, numbered keys and easy-to-read music books turn the organ into a big merchandise item.

• Musical activity has skyrocketed. Since 1936, the number of musical instruments owned in the U.S. has soared 70 percent, reports the American Music Conference, top music trade group.

• Sales of quality electronic organs, priced from \$500 to \$30,000, jumped in 1958 to about 100,000 units.

 Most important, new portable organs fit the pocketbook of a mass market.

### Who Unveiled the Portable?

Strangely enough, the first portable organ seen in this country excited nobody and received little promotion. It was a German-made unit in a luggage-type case, introduced late in 1956 by a small New York importer.

It remained for the Magnus Organ Co., Livingston, N. J. to see bigger sales opportunities in the portable organ. This company designed another unit, placed it in an attractive wooden cabinet and gave it chord buttons that anyone could play. Like the first one, the Magnus portable was simply an accordian without the bellows. Sales were sluggish at first, but the entire picture changed in 1958.

Suddenly Magnus had two new officers, a new distribution policy and a rising sales curve. Instead of distributing its low-priced portable organ only to music stores, Magnus began aiming for the appliance trade as well.

In the fall of 1958, the company sold approximately 120,000 units. The distribution set-up then was approximately as follows: 75 percent of production to appliance dealers; 12 percent to furniture stores; 8 percent to music stores; and 5 percent to department stores. But now, Magnus reports, it's distributing "almost exclusively" to appliance channels.

The Magnus organ was quickly followed by another chord organ made in Italy by Excelsior Accordians, Inc. A new company, called the Organ Corp. of America, Long Island City, N. Y., gained exclusive U. S. sales rights for the Excelsior line. They started full-scale operations in December, introducing the Concert electric chord organ.

Stanley Green, president of the Organ Corp., saw early in the game that appliance channels offer a better route for chord organs than door-to-door distribution, which he tried first.

He quickly replaced six door-to-door specialty distributors in favor of 60 appliance distributors. And he's lined up new distributors since then.

# Distribution Picture Takes Shape

A flock of other suppliers, mostly musical instrument importers and jobbers, rushed into the business this year. This

competition from the music trade confuses the distribution pattern somewhat.

But considering only reports from the Magnus and Concert people, between 13,000 and 18,000 dealers carry portable organs. Approximately 80 percent of these are appliance dealers.

If Magnus and Concert were the only two portables on the market, the music merchants would be completely out in the cold. As it is, however, music retailers are gradually coming in for a larger share of the prosperity. The reasons are not hard to find. The major reason is that the Italian accordian industry, centered in the small town of Castelfidardo, has been hard-pressed for business for more than a year. According to one executive in the accordian business, U.S. importers bought 90,000 Italian accordians in 1957, but the figure dropped to 60,000 in 1958. Italian producers jumped at the chance to take up the slack by producing portables. Excelsior was the first to imitate that 1956 German product.

Aside from Excelsior, there are 9 or 10 other accordian companies in Castelfidardo. Now they are turning out electric organs and selling them mostly to U. S. musical instrument importers. In addition, two German manufacturers have electric organs on the market and are distributing primarily to music mer-

## Future Good for Appliance Men

But appliance dealers have little to worry about. Generally speaking, there's a basic difference between portable organs going into appliance channels and those going into music stores. Appliance dealers are carrying portables with chords—three or four notes that are sounded at the same time, when you press one chord button. (The chord buttons make the organ ideal for the musically uneducated, a group which takes in about 80 percent of the public).



Among most inexpensive units on market is the Emenee keyboard (no chords) at \$60.



Typical of many chord organs is this Magnus portable which retails at \$129.95.



Step-up in size and price is this console model marketed by Audion at \$180.

But many portables going into music stores have no chords. These are called keyboard organs. They're a little more difficult to play, and probably can not yet be considered particularly well suited to the appliance field.

A music trade paper reports music stores have enjoyed volume sales with at least three makes of the keyboard organ, but the grip of appliance dealers on the chord organ market is strong and getting stronger. Further, there's no doubt anywhere that the market for chord organs is greater than the market for keyboard models.

## How Are Electric Organs Classified?

Dealers who will be selling chord organs in the fall and winter shopping spree are in for a dose of information on types, prices, margins, etc. To start things off, here is a general preview of prices and profits:

At this writing there are 11 portable chord organs and 4 keyboard-only brands known to be in production. Of the 11 chord organs announced, only 2 are made in the U. S.—the Magnus and the Audion. The others come from Italy.

One keyboard comes from Italy, two from Germany. The fourth keyboard unit is made in the U. S. by Emenee Industries, Inc. Emenee's keyboard entry is list priced at \$60.

Chord organs fall into two categories: those with 12 brass chord buttons (and 34 or 37 keys), list priced from \$99.95 to \$130; and those with 40 to 50 bass chords (and 34 keys usually), list priced from \$129.50 to \$199.95.

Continued on page 100

# What Is an Organ?

The portable chord organ being sold by appliance dealers bears a stronger resemblance to an accordian than it does to a conventional organ. But they all belong to the same family. Here's how to keep them straight:

ORGAN: A wind instrument with pipes or reeds which are set on wind chests and supplied with air under constant pressure. Air produces a sound when it goes through a pipe or vibrates a reed. Keys control the air flow. But the size of the pipe or the width and thickness of the reed determine the musical note. The reed organ, without pipes, is technically known as an "harmonium."

EARLIEST TYPES: Hydraulically and pneumatically powered. First was hydraulic; invented in the 3rd Century B.C. by a Greek named Ctesibus. Pneumatic type, invented later, pushed air to pipes with a bellows.

Big improvements were introduced in the 14th Century. Later, motors were added to create the needed air pressure. About 1920, the size of organs mushroomed. Now the reverse is true: organs are smaller, easier to move, easier to play.

# MODERN TYPES-THE "ELECTRONICS":

First one—a pipeless, electro-magnetic organ
—invented by Hammond in 1935. Uses steel
disks, spinning in a magnetic field, to produce
currents at various frequencies. Other electronic types include the electrostatic, photoelectric and the vacuum-tube (or transistor)

Dozens of electronic organ manufacturers now offer more than that number of different models. Some of these organs also have easy-to-play chords. Prices range from \$500 to \$30,000. And in recent years appliance dealers have been actively merchandising elec-

tronic organs and selling them in quantity.

ELECTRONIC PIANO: Introduced in 1954 by Wurlitzer, who still makes the only one on the music market. It's a percussion instrument with reeds instead of strings. Sound is electrically amplified through a built-in speaker. Optional earphone operation possible. Two models available: one portable; one console. List prices range from \$407.50 for the portable (with legs) to \$456 for the top-priced console.

THE ACCORDIAN: Popular member of the organ family and the real father of portable organs. Invented in 1829. Accordian is a reed wind instrument with a bellows and chords.

PORTABLE ORGAN: Produced by substituting an electric motor for the bellows on the accordian. Two types are offered: chord and keyboard. The portable chord organ has easyto-play chord buttons; the keyboard does not. Suddenly TV has a new sales outlook-

# SYLVANIA

Completely changes

Sylouette Custom Model 23S23F with Halolight.® (viewing area 275 sq. in.—23" picture tube measured diagonally).

Compare the full corner sweep of the new bp-23 with the rounded edges of the old 21". bp-23 puts the TV picture in true camera perspective for the first time.





SPACE REDUCING ROUND CORNER OF STANDARD 21" TV

THE SHADED AREA ABOVE IS THE

40 MILLION PROSPECTS STRONG!

# the face of I

big picture TV in a full line... featuring the sensational new 23" picture tube

Enter the new Sylvania bp-23: exit old-fashioned ideas about the appearance and proportions of the TV picture. In a nutshell, that's the dramatic TV sales scoop of the year. Sylvania presents the new face of TV in its premier showing this week at the Merchandise Mart, Space 1149!

TV's look of the future is another Sylvania first -ready for you to sell this fall. See it in action and you'll agree it's the biggest TV sales stimulus since portable TV. Gives consumers the "reason to buy" they've been waiting for.

The new face of TV has the "squared look". . . bringing television styling in line with the motif of modern living.

In performance, it eliminates the "cramped look." Produces studio realism in a picture that reproduces more of what the TV camera sees . . . for the first time. Pictures snap to life!

See the full line and you'll be as convinced as we are that TV has a new sales outlook-40 million prospects strong!

Subsidiary of
GENERAL TELEPHONE & ELECTRONICS



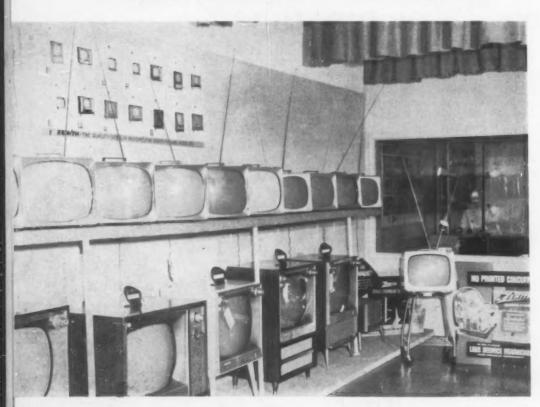
SEE THIS TV SCOOP FOR THE SIXTIES ON DISPLAY IN SPACE 1149, MERCHANDISE MART, CHICAGO

ACTUAL SHAPE OF THE NEW DOZZ

# Two Ways To Build a



Three distinctive features of Carlson's new sound center are obvious in photograph below. Ceiling curtains (top right) not only provide decorative treatment but also serve as sound-proofing. Pegboard walls are inexpensive, easily maintained, and can be used to provide flexible display for small radios. Separate stereo room (right rear) gives privacy and provides the realistic demonstrations necessary to proper selling.



# 1 IN MONTANA:

Swede Carlson decided he had to get his radio and hi-fi merchandise out of his already crowded appliance showroom. He solved his problem by renting and remodeling a nearby store. The cost: \$1500

Swede Carlson, of Billings, Montana quickly discovered that he couldn't sell fine music products in the hubbub of a white goods store.

So Carlson splintered his stereo, TV, radio and record player business from his major appliance operation and carved out a "Sound Center" just half a block from his main store. It cost him \$1500, \$550 of which went for a special stereo room 12 by 15 feet.

In tackling the project Carlson had to grapple with a nondescript building with high ceilings and hard-surfaced walls. By draping the ceiling with a series of sound-baffling drapes he bit through two problems simultaneously. It lowered the ceiling, on the one hand, and minimized sound waves traveling the length of the store.

Then he resurfaced the remaining wall space with eight feet of pegboard topped by five feet of acoustical tile.

"I can't say enough for that pegboard," says Carlson. "It absorbs some sound, it's economical, and it's easy to put up and paint. Any time you want to change the color scheme, you can slap a coat of paint on it one night and be ready for business in the morning."

Like dealers practically everywhere, Carlson also discovered the pegboard permits an endless variety of shelf arrangements. When it came time to build a separate stereo listening room Carlson checked his impulse to be too thorough.

"I was ready to install a second pane of glass to make the windows soundproof, and to install a second door in the entrance to make that soundproof, too. Then we realized that the average home—where this sound is going to have to live up to the reputation that we've built in selling and demonstrating it—isn't soundproof at all."

The stereo and hi-fi room itself has resolved two problems. It provides a demonstration room which resembles average living room conditions. And it has eliminated the need for costly home demonstrations.

# Hi-Fi Room

# IN PENNSYLVANIA:

Dave Brilhart used ideas provided him by his distributor to literally create a stereo room out of scissors and paper. The attractive but inexpensive showroom which resulted cost him only \$371.10

Dave Brilhart's approach to creating a stereo room has been a scissor and paper one.

Dead center in a 35 by 100-foot store, Brilhart erected a 20-foot paper wall of decorative white brick paper. For the ends he used brick paper again, this time weaving plastic decorative rope up and down to make dividers on both sides of front and back room entrances.

He took the same plastic rope, crisscrossed it in one-foot squares for a taut bracing, then laid ordinary sheets of white paper atop this. It made an attractive and inexpensive drop ceiling. To cover an ugly concrete wall, Brilhart hung a crimson curtain. The room was finished when he put down a 12 by 20-foot rug, placed tree lamp sets at each end of the stereo salon, and stretched a carpet runner from his front door to the entrance of the salon.

Brilhart's stereo room costs came to \$371.10.

The Scottdale dealer's distributor, however, must be credited with an assist. Back in December last year, G-E's Pittsburgh District came up with a novel way to intrigue dealers into proper use of their premises. The distributor created a typical store, mostly out of paper, and set it up at its warehouse. It showed the proper outdoor identification, proper window and signs, proper display of products. The store was 30 by 90 feet, with a 15 by 25-foot TV room. Estimated cost, less rugs, was about \$200 for the former, about \$90 for the latter.

Brilhart was one of the 18 dealers who scrambled to duplicate the room. In addition, he pounced on the opportunity to buy off some of the ingredients of the G-E warehouse store. Within a month he had his own stereo room in operation, with a mix of 16 portable and console TV, stereo and hi-fi sets on display and operating.

And this is how Brilhart finally analyzed the cost of his stereo room: white paper, \$6; two rolls of wall brick paper at \$5.10 per roll, \$10.20; two lights at \$12.95 each, \$25.90; plastic clothes line and staples, \$3; drapery material, \$44; two signs on ends and carpet for TV room, \$152; lumber, \$40; labor, \$60, and wiring, \$30.





Brick paper and plastic rope which provide walls of Brilhart's stereo room cost him only \$13. Lumber and labor cost an additional \$100.





Crimson curtain which cost \$40 covers rough masonry wall, provides dramatic backdrop for stereo and TV sets.

Inexpensive drop ceiling was built by interlacing rope at one foot intervals, then stretching white paper over the rope lattice.

REPORT SOUND



Leo Middleton, the "TV Leo" of Phoenix, Ariz., has created an impressive radio business in order to round out his TV volume.

How does he do it? It's simple . . .

# He Turns TV Prospects Into Radio Buyers

Shoppers in Phoenix usually go to TV Leo, Inc., for a new television set.

But that doesn't stop Leo Middleton, owner of the four-store chain, from delivering a highly developed pitch on radio to all his TV prospects.

And that's how specialist Middleton, who sells 4,000 TV sets annually, sold 3,300 radios last year.

Middleton gets profitable radio volume without stunts, gimmicks or special ads. All he does is combine radio demonstration with effective salesmanship. But here's the main point: He demonstrates radio for every TV prospect—whether the prospect seems interested in radio or not! And he starts every demonstration by emphasizing that radio has been improving over the

The radio pitch comes after the TV demonstration or TV sale, so Middleton has a chance to size up his customer. He finds out what the prospect's interests are, what he looks for in home entertainment, what he wants in a radio. Then Middleton follows up with sales points, or benefits, that fit the situation.

Three smart display cases in each "TV Leo" store add window-dressing to Middleton's selling technique. Each TV show-room features a portable wrought-iron

rack, 7 ft high and 9 ft wide. The rack displays about 40 table and shortwave radios on seven shelves. A small glass-covered case for transistor radios is mounted on a wall behind the desk where salesmen wrap up TV sales. In another portable case, Middleton displays approximately one dozen transistor models. For nighttime display, he floodlights this case and places

it just inside the entrance to the store.

Prices in Middleton's radio inventory range from \$15.95 to \$50, with some shortwave rigs tagged at \$200. But 90 percent of the radio volume is in the \$15.95 to \$30 category—the price most people will pay, says Middleton. Sales of transistors, mostly to winter tourists, account for 30 percent of the radio turnover.

End

# To sell radio in quantity, Middleton has developed a ... PITCH FOR EVERY PROSPECT

## For the Music Lovers:

"The best music is on FM radio. You get news and quality entertainment as well. No static or interference."

## For the Record or Stereo Fans:

"Radio keeps up with the fast-moving hit parade. Radio gets the top records first."

## For Parents:

"Radio gets youngsters away from TV; leaves TV for adults. Radio features music the kids like."

# For the Prospect With a Dead Set:

Show him the service shop. "New ra-

dios have printed circuits, better shielding, better parts; don't break down as often." Offer your prospect free tube testing service.

# For the Gift Shoppers and Tourists:

Show them transistors. "Carry 'em wherever you go, even on planes."

## For Every Prospect:

Demonstrate—whether they are interested or not! "Radios have been vastly improved: shielding, shatter-proof cabinets, lock-on tuning, better speakers, more tone control. Today you get more for your money."



# STEREO NEWSMAKERS FOR 1960

... the most complete and versatile line of Stereo High Fidelity "Victrolas" in the history of sound! "Living Stereo" with newsmaking styling, features, and performance • stereo phonographs that play as 1 unit or 2 • stereo with up to 87 watts • push-button and remote control stereo • the world's first Stereo Tape Cartridge Player/Recorder! Salesmaking RCA Victor Stereo High Fidelity to fill every customer need!

Turn the page and meet all of RCA Victor's great Newsmakers... Salesmakers for 1960

# RCA Victor stereo high fidelity makes in cabinets that fit their homes-

# Priced from \$13995—and

# Power up to 87 watts

Vastly stepped-up power in every set! Dual amplifier provides power output up to 87 watts—all the power your customers will ever need.

# Stereo remote control

A low-cost, easy-to-demonstrate extra. Seven models have built-in remote control (remote unit is optional). Lets your customers balance stereo sound from where they sit, turn sound on and off.

# Visual balance control

A picture window visually shows balance between speaker systems ...enables listeners to obtain maximum stereo effect quickly, easily with just one knob adjustment.

# Stereo AM-FM radio

RCA Victor brings you stereo high fidelity phonographs with advanced stereo AM-FM radios. Hear separate AM and FM broadcasts—or tune in AM-FM stereocasts. All consoles without tuners have convenient input jacks for the addition of an RCA Victor stereo AM-FM radio later.

# Push-button stereo!

Easy-to-operate push buttons on The Mark IV and The Mark VIII let you choose monaural or stereo phono; monaural or stereo tape (with attachment); AM, FM, or stereo AM-FM broadcasting; automatic frequency control for drift-free FM tuning; stereo FM-Multiplex operation (with proper Multiplex adaptor).

# FM-Multiplex jack

In all RCA Victor stereo tuners. Makes FM band adaptable to proposed FM-Multiplex systems.

And these great "pluses," too

"Panoramic sound" • 4-Speed record changer • Master control panel • Separate bass and treble controls • Dual loudness control • Stereo tape jack • Twin ceramic pickup Matching companion speakers available (optional extra) for all 2-in-1 consoles for further sound separation if desired.



PUSH-BUTTON STEREO. 2-in-1 console with remote control, 6 speakers, 58-watt dual amplifier, visual balance control, diamond stylus, stereo AM-FM radio with automatic frequency control. Luxurious Italian Provincial styling in 3 finishes. The Mark IV (TPM4).



2-IN-1 STEREO. 24-watt dual amplifier, 4 speakers, dual bass-balance control, diamond stylus. Traditional styled console in 3 finishes. *The Mark XIX* (PM19).

REMOVABLE SWING-OUT SPEAKER for full-range stereo. 4 speakers, 24-watt dual amplifier, dual bass-balance control, diamond stylus. In 3 finishes. The Mark XXI (PR21).



# news, makes sense, makes sales—with the and the superior performance they expect

every step-up in price adds features you can demonstrate-extr



PLAYS STEREO AS 1 UNIT OR 2. The left speaker unit swings out, lifts off for full-range stereo. 6 speakers, 58 watts, push buttons, remote control, visual balance control, stereo AM-FM radio. 3 finishes. The Mark VIII (TPR8).



58 WATTS, 4 speakers, remote control, diamond stylus, visual balance control, stereo AM-FM radio. Handsome French Provincial 2-in-1 stereo in 3 finishes. The Mark XI (TPM11). With tuner jack, The Mark XVII (PM17).



3-UNIT STEREO. 12" speaker in "Victrola in each small unit gives you stereo so sit in the room. 87 watts. Remote stylus. In 3 finishes. The Mark XVI

balan



CONSOLETTE with 3 speakers, 17 watts, single-knob balance control, diamond stylus. Companion speaker, extra, completes the stereo system. 4 finishes. The Mark XXIII (PD23).



DIAMOND STYLUS, 17-watt dual amplifier, singleknob balance control, diamond stylus. Companion speaker, extra, completes stereo system. 4 finishes. The Mark XXIV (PD24).



TWIN PICKUP plays all records. 3 speaker Panoramic sound. 4.5 watt dual amplifier. Companion speaker, extra, completes stereo system. 3 finishes. The Mark XXVII (PD27).

# th the features your customers wantopect only from RCA Victor!

e—extra value you can prove!



peaker in "Victrola" plus 2 speakers gives you stereo sound wherever you 87 watts. Remote control, diamond es. The Mark XVI (PS16).



STEREO AM-FM RADIO in a 2-in-1 stereo system with 58 watts, 4 speakers. Remote control, visual balance, diamond stylus. In 3 finishes. The Mark XII (TPM12). With stereo tuner jack. The Mark XVIII (PM18).



4-SPEAKER "PANORAMIC SOUND." 2-in-1 stereo system has 58-watt dual amplifier, twin pickup with diamond stylus, single-knob balance control. In 3 handsome finishes. The Mark XIV (PM14).



ALL-IN-1 PORTABLE. Companion speaker snaps off front of "Victrola." 15 watts, 4 speakers, balance knob, twin pickup. 2-tone gray simulated leather. The Mark XXVI (PF26).



"LIFT-AWAY" LID contains second speaker system for stereo. Dual amplifier, 9 watts, 4 speakers, sapphire styli. 2-tone brown simulated leather. The Mark XXVIII (PL28).



HAS MATCHING TV (The Montgomery). 2-in-1 stereo. 4 speakers, 24 watts. In 3 finishes. The Mark XXII (PM22). With stereo AM-FM radio, The Mark XIII (TPM13).

Turn here for 2 more pages of RCA Victor Newsmakers in Sound

# RCA Victor makes news with world' Player/Recorder – and the greatest



Now ready to revolutionize home entertainment selling-

# RCA VICTOR'S NEW STEREO TAPE CARTRIDGE PLAYER/RECORDER

New Tape Cartridges just click in. There's no threading of tape, no reels to handle. The new RCA Victor Player/Recorder is easier to operate than a phonograph. And you can record as well as play in stereo high fidelity. Model SCP2, above, features a 12-watt dual amplifier, 3-speaker sound system, push-button controls, and "Precision-play" 4-track transport. In charcoal-and-antique white simulated leather.

Selling is easy... and profits high with advantages like these to promote



Tape cartridge just snaps in no threading, no winding, no reels to handle.



Complete pre-recorded selections from \$4.95. Recording costs cut one third.



Records and plays up to 2 full hours—equal to a stack of 20 "45" records.



Lets you record and play back both stereophonic and monaural high fidelity.

# orld's first stereo Tape Cartridge atest radio advances in 25 years

"FILTERAMIC"—AM Radios that block man-made static! Another first from RCA Victor.



FILTERS OUT MAN-MADE STATIC. First major AM radio advance in 25 years. "Filteramic" antenna blocks most household interference. Dual speakers, phono-jack, handgrip, 3 finishes. The Solitaire (X4).

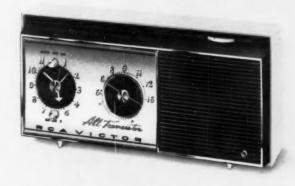


**DROWSE ALARM** buzzes 4 times at 8-minute intervals. New "Filteramic" antenna, "Levermatic" controls, phono-jack, appliance outlet, finished back, handgrip, 3 handsome finishes. *The Sandman* (C4).

NEW CORDLESS table and clock-radios—smartest looking, smartest selling radios today



NO TUBES...NO CORD. All-transistor set has dual speakers, "High-T" circuit that gives 4 times longer playing time on batteries. Unbreakable "IMPAC" case, earphone jack. 3 finishes. The Scepter (TX1).



CIOCK RUNS ON PERMANENT BATTERY that recharges—automatically. "Golden Throat" tone, exclusive "High-T" circuit. Slumber and wake-up switches, "IMPAC" case, 3 finishes. The Tribune (TC1).

# NEW TRANSISTOR PORTABLES with 4 times longer battery life —4 times more sell

SIMULATED LEATHER. Deluxe transistor "Personal." "High-T circuit. Plays up to 500 hours on flashlight batteries with earphone. 3 colors. The Monaco (T2).





NON-BREAKABLE "IMPAC" CASE. All-transistor portable. "High-T" circuit, "Golden Throat" tone, up to 100 hours battery life at room volume. 3 finishes. The Rio (T1).

Dependability is why more people buy



Nationally advertised list price shown, optional with dealer. Slightly higher for West and South Price, specifications subject to change without natice. \*\$CA trademark for record and tope players



# Conversions Built His Stereo Business

For Brooklyn dealer Lennie Eisenberg, conversions proved to be a profitable and an easy way to get into stereo

THE 12 quick sales which resulted when Lennie Eisenberg began advertising himself as a "conversion specialist" have produced both profits and new business for his Plaza Radio Shop in Brooklyn.

On the 12 conversions at \$19.95 Eisenberg made \$10 apiece.

But even more important, these conversions have laid the groundwork for future profits.

"Fifty percent of customers who convert," says Eisenberg, "can later be sold an amplifier and speaker system. These may range from \$40 to \$100. You can gross from \$10 to \$30 on these sales."

In addition, Eisenberg has found that every stereo conversion customer immediately buys at least three stereo records. So records are the third source of profits from simple \$20 conversions.

Now Eisenberg's stereo business is running \$1000 a month in everything.

Packaged goods from \$175 to \$350—mainly V-M, RCA Victor, and Westinghouse—claim close to three-fourths of that. Conversions and second amplifier-speaker systems claim most of the balance. He has however, reached the stage where he is also moving more heavily into component business.

While Eisenberg can gross about \$40 on package sales, he can do even better on components. He figures that on components like speaker baffles etc. and his service time, he can average \$20 on \$50, or 40 percent.

"Conversions are only practical," says Eisenberg, "on original units which have decent AC amplifier equipment."

Consequently he discourages conversions on anything where the original cost was under \$100 (he prefers equipment originally costing from \$125 to \$350), or anything with an AC/DC amplifier (these bring problems).

He tailors all his conversions to customer wishes. The "and up" footnote on his "Conversions at \$19.95" covers several hedges. If, for example, a customer wishes to use a system monaurally and wants the second amplifier and speaker cut out, a switch is necessary. This costs an additional \$5. Also, if a customer has a cartridge preference, he must pay for it, since the price range here is from \$8 to \$25.



Simple window sign got Eisenberg started as a conversion specialist. Now, he's not only making money on conversions . . .

. . . he's enjoying repeat business on stereo components and records among customers whose phonographs he converted



# NEED EXTRA COPIES?

# THEY ARE AVAILABLE!

Enjoy this Special Report on Hi-Fi and Stereo?

Notice the usefulness of the material?

How about a copy for each of your salesmen, or each dealer?

Extra copies of the entire preprint, including the advertising, are available at 50 cents each. In quantities of 100, 40 cents each. Please send your check or money order with requests for less than 20 preprints. Address Promotion Manager,

# **Electrical Merchandising**

Magazine of the Appliance, TV Pros

330 W. 42nd Street, New York 36, New York

# SPECIAL SOUND

### ANSWERS TO STEREO QUIZ

1 A. This Sylvania set was first to exploit "mixed lows" principal. introduced at mid-year, it gave customer option of one-piece or three-piece console stereo. For maximum separation customer could pull outrigger speakers from side compartment. Master delivers lows; outriggers deliver highs only.

B. Admiral's Barclay model 613. In mahogony, it was first self-contained, one-piece stereo phono offered for under \$200. Admiral's line anticipated the space problem at July Music Show 1958.

C. Matorola's \$159.95 SH12 stereo portable. "Briefcase" was one of original optionals, affering customer stereo in one-piece when wings were left on player unit, or three-piece for maximum separation when detached. Popularity of this model led many firms to market portables with hinged or detachable speakers.

D. Calumbia's \$39.95 901 portable. The mid-year model introduction brought with it the heaviest national promotion of stereo at under \$40. And it gave a tremendous impetus to "budget priced" stereo.

2 The question is in quotes because it is the one most asked by the public. The two are different concepts. Stereo is not a degree of fidelity. A system's fidelity varies by the frequency response it can deliver. Its stereo effect varies by the separation of its sound sources.

3 In stereo, "compatible" means "works both monophonically and stereophonically." Stereo equipped phonographs are compatible; the stereo cartridge will pick up and deliver monophonic records monophonically. A monophonic rig will not deliver all the sound that is on a stereo disc; it is not compatible since its monophonic cartridge will gouge a stereo disc. A stereo rig will not deliver stereo sound unless it contains a stereo cartridge, second amplifier, second speaker and prop-

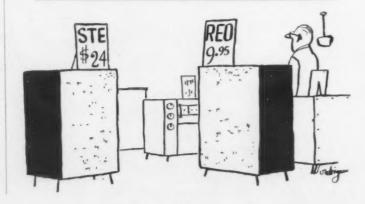
4 "Stereo" is the combining form

of the Greek word "stereos," meaning solid, having more than flat dimensions; 3-D; short for stereophonic. Stereophony is the total concept of recording and reproducing dimensional sound.

5 In monophonic recording, all the sound from the orchestra is funneled through one mike. One sound track goes into the record groove. A cartridge with one generator element picks it up and passes it to one amplifier and one speaker system. In stereo the orchestra sound is split at the recording source into right and left sound tracks. Each has its own mike. Each is put into its own half of the record groove's "V." The stereo cartridge has two generator elements in it. Each one picks up its own sound, passing the right sound through its own amplifier and speaker, the left through its own. The two sounds are blended again into a new deep dimension with high or low stereo effect depending on separation of the speakers.

6 The steree sound—steree effect is "better" and more dramatic from the two-piece system whose speakers are separated by about 8 feet. In one-piece systems the steree effect is lessened, but designers are working to increase it by baffling, bouncing and angling of speakers in the self-contained master to increase the apparent separation and to widen the effective listening area.

7 Smaller outrigger speakers—which contain the middle and high range speakers only-spring from the acoustic principal which says that only certain sound frequency levels have the property of directionality. Lows are non-directional, therefore do not carry the stereo effect. Mids and highs are and do. Unless a slave speaker is also occasionally to be used by itself as a remote monophonic, it need not contain a woofer. The new "mixed lows" or "common bass" stereo systems will be using woofer-less outriggers for maximum stereo effect.



Irld's finest high fidelity for the stereophonic age



# NEW, EXCLUSIVE DEVELOPMENTS IN STEREOPHONIC HIGH FIDELITY

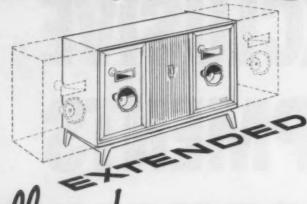
DIFFERENT STEREOPHONIC
SYSTEMS TO MEET EVERY PROSPECT'S
PREFERENCE IN STEREOPHONIC SOUND...

# NEW! EXCLUSIVE! ZENITH 3 DIFFERENT SYSTEMS OF

New Zenith exclusives-New Zenith styling

If your prospect's room lends itself to a single cabinet -

# Stereophonic High Fidelity by Zenith



New exclusive Zenith Extended Stereophonic Control creates new, greater sound separation—seems to widen the stereophonic effect without widening the cabinet!

# TREMENDOUS SELLING POWER-AND ONLY ZENITH HAS IT!

Extended Stereophonic by Zenith brings dramatic new realism to stereophonic recordings. A terrific step-up sales builder—gives you the finest stereophonic high fidelity in a single console.

# all-new! AUTOMATIC BALANCE CONTROL

This new Zenith control automatically maintains desired speaker output balance at all volume levels. Once the original balance is made, individual Zenith speaker systems stay in balance—no matter how often the volume is adjusted. No need to re-balance each time you switch from monaural or radio to stereophonic sound!

Demonstrate and sell with Zenith's exclusive Studio Sound Control Panel—greatest sales-maker in stereophonic high fidelity today!

- Band switch selector for AM, FM, FM, FM-AFC, Phono, Tape—fine-tuning control dials FM/AM radio stations.
- Exclusive stereo range control delivers extended stereophonic, stereophonic or monavral sound at a touch.
- Exclusive stereo range dial actually indicates the degree of extended stereophonic sound.
- Automatic balance control maintains individual speaker system output at initial setting.
- Push-pull, on/off action on bass control lets you turn instrument off or on without affecting sound adjustments.
- Presence control enables you to boost middle "human voice" range—projects vocalists "closer" to listener.
- Individual Bass and Treble controls offer infinite variations in sound response, adjust sound quality to any ear.
- Individual response indicators for Bass, Treble and Presence show plus or minus degree of change as controls are adjusted.



Zenith's Studio Sound Control Panel — Exclusive Mark of Distinction in Stereophonic High Fidelity

# Now Zenith creates stereophonic sound for everyone:

New Zenith advances in precisionbalanced components to help you sell the world's finest Stereophonic High Fidelity.



Exclusive Cobra-Matic® 4-speed changer

Plays all sizes of stereophonic and conventional records. Super-cushioned turntable, automatic record intermix and shut off. 4-pole mator in many models.



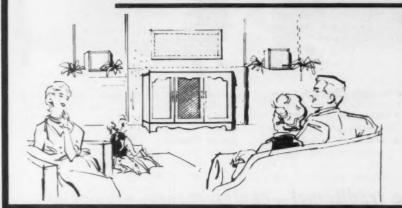
Up to 40 watts of undistorted power output

Zenith dual-channel amplifier with 80 watts of peak power is customdesigned for Zenith quality performance from both stereophonic and monaural recordings.

# EACHES EVERY PROSPECT WITH STEREOPHONIC HIGH FIDELITY

for full-profit approaches to every sale!

2 All-New! Exclusive Zenith RADIAL SOUND SYSTEM



New Zenith compact, shelf-size dual remote speakers with basic console unit let you custom-design stereophonic sound to any room and any taste!

New, light, shelf-size Radial Sound units let you create the stereophonic effect that's best in any room—adapt stereophonic high fidelity sound even to over-size rooms. Available with single consoles and dual units—in a price range that covers the entire stereophonic high fidelity market!

3 Zenith STEREOPHON

**High Fidelity** 

Dollar for dollar, Zenith's value-priced models are the world's finest stereophonic buy in quality and performance!

MORE PROOF THAT ZENITH'S LEADERSHIP LINE COVERS THE MARKET! Zenith's stereophonic high fidelity instruments cover the full range of portables—table models—self-contained consoles—twin ensembles. Wide selection of distinctive furniture styles, many with beautiful hand-rubbed finishes.





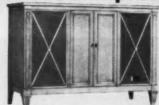
New Zenith Mozart, Model SFD122; matching remote speaker Model SRD22

3 different systems—3 approaches to full profit sales!



New, bigger Zenith high fidelity speakers

New giant woofers with heavy Alnico 5 magnets, and exponential horn tweeters in top models. Fully matched and balanced speaker systems even in lowest priced models!



Magnificent fine-furniture designs new finishes, new models in all styles!

Elegant new step-up appeal in Zenith's extra-profit Decorator Group—see the Leadership Line at your Zenith Distributor's!

New Zenith Rigoletto, Model SFD2575

# **ZENITH LEADS AGAIN** in

- -fine-furniture styling
- -exquisite cabinetry for step-up sales and profits

BE SURE TO
SEE THE COMPLETE
ZENITH 1960 LINE
AT YOUR
DISTRIBUTOR SHOWING

ZENITH DECORATOR GROUP

-world's finest line of high-profit consoles



Model SFD2580, the Shubert—Provincial design in Cherry and Mahogany veneers and hardwood solids. Extended Stereophonic—equipped for use with Radial Sound remote speakers. Zenith quality FM/AM radio.



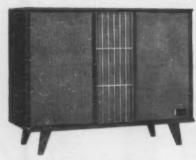
Model SFD2575, the Rigoletto—Beautiful new Italian Provincial cabinetry with distinctive, light Tuscany Walnut finish. FM/AM radio. Extended Stereophonic, provisions for Radial Sound System.



Model SFD2570, the Gershwin—New elegance in Danish modern combines cane speaker grilles and double doors. FM/AM radio. Extended Stereophonic, provisions for Radial Sound System.

# **NEW TREND-SETTING STYLES**

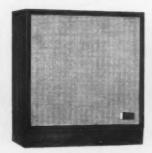
in traditional—contemporary—provincial



Model SFD2515, the Brahms—Complete Extended Stereophonic high fidelity in clean, classic modern beauty. Equipped for use with Radial Sound remote units. Dual-channel amplifier—10 watts undistorted.



Model SFD174, the Verdi—Sell stereo-equipped high fidelity in fine cabinetry—sell companion speaker Model SRD74 for full stereophonic sound now or later. Rich traditional styling helps step-up selling.



Model SFD122, the Mozart—With matching remote speaker SRD22 offers full stereophonic high fidelity for the value buyer. Clean, rich contemporary styling available in Walnut, Mahogany or Blond Oak colors.

# PLUS TABLE MODELS! PORTABLES! MANY MORE MODELS TO SEE

in Zenith's 1960 Leadership Line—the industry's only truly complete line of Stereophonic High Fidelity. SEE IT NOW AT YOUR ZENITH DISTRIBUTOR'S

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. The Royalty of television, stereophonic high fidelity, phomographs, radios and hearing alds. 41 years of leadership in radionics exclusively.



ZENITH

The quality goes in before the name goes on

# mports Pack a Wallop CONTINUED

operating in secondary areas. There are, in addition, a total of 25 associate distributor arrangements to incorporate key accounts. Kabat estimates a \$15 radio set landed in the U.S. costs \$20. Arbitrary schedules call for margins of 20 percent for the distributor and 40 percent for the dealer. This, in actual practice, whittles down to, for the dealer, 25 percent.

Electronics Utilities Co., a division of the Sampson Co., Chicago, and the only major domestic distributor turned importer-distributor, works in a similar fashion with its Hitachi line of Japanese transistor sets. Hitachi expects to have exported 230,000 sets in the year ending

At Transistor World, Richard Stollmack also employs two-step distribution in the sale of Toshiba sets. He has a network of 300 distributors nationally. His estimate of dealers is 5,000. Despite frequent requests, he will not sell big outlets who demand a chance to make money on advertising.

Shriro, Inc., affiliate of Shriro Trading Corp., typifies a general importer handling transistor radios after the fashion of the specialty importers. It has 24 salesmen throughout the U.S. selling 3,000 accounts. Since this importer caters to jewelry stores and chains, 80 percent of its transistor business on the Crown and Linmark lines are through jewelry outlets. Department, appliance, furniture stores and discount houses make up the balance. Its dealers, it is estimated, shoot for a 50 percent markup, and must get it if they're dollar-down-dollar-a-week sellers, may get it if they're cash sellers. Highly significant is the fact that Shriro has its own service technicians, and prints a list of 16 service stations in that part of the country covered by the New York operation. Others are on the West Coast. Further, Shriro checks every radio before shipment.

## **Buying Direct**

Despite the existence of direct deals, these seem destined to decline. After a fast look at the differential Japan vis a vis U.S., more than one big dealer has negotiated a deal in an effort to by-pass importer and

even broker charges. Sales agents and/or brokers collect an estimated five percent (as low as two percent on big order). The mousetrap here is Japan's financial regulations.

Unlike Germany, where letters of credit allow goods to reach the U.S. without the domestic buyer shelling out dollars, Japan wants the money first. On a direct deal a buyer therefore has to see that his money is in Japan 10 days before merchandise is shipped. Once his cargo is landed in the States he can yowl at the moon should anything go bad. He still has the defective stock, already paid for, which he can't move.

"That's why more and more direct buyers are gravitating to us," say the specialists. And Herb Kabat of Delmonico reports that very recently a big buying syndicate, formerly a direct buyer, has switched to purchasing through his firm.

# **How Profitable Are Imports?**

In another part of the spectrum, there are still "Buy American, sell American" dealers who won't touch imports. Some even claim the ballyhoo of good, hidden profits is much over-rated, is fast slipping away. In the major metropolitan centers, however, where the fight for profits and survival is keenest, it's still a fact that imports are furnishing good dollars.

"If we can't make \$50 or \$60 on a \$200 sale," says a buyer for a big New York chain of German imports, "we feel we're getting gypped. If we make the same on a \$500 TV set we think it's a good deal."

From a distributor comes the

comment: "Dealers can make \$75 and \$100 on some imports when \$15 or \$20 is the best they can do with domestic sets."

General dealer consensus is that, even if dollar take is diminishing in German imports, you can still make 25 percent over cost compared with 10 percent over cost for domestic units.

With multiplicity of Japanese sets, with from three to eight transistors, coming into the market, it is readily apparent that retail confusion results. However, a 6-transistor set, with a \$14 check price in Japan, might cost the dealer in New York \$23. He either sells this in a package at \$31 or \$32, or he makes \$5 on the set. Then he sells case, batteries, and earphones, which came in the price, as separate units, making another \$6.50 or so.

# Regulating the Imports

Stability never existed in the Japanese tube radio days. Quality was poor, manufacturers rarely made backup parts for service, and distribution chaos meant pricing chaos. With the introduction of transistor sets the specialty importers displaced fly-by-night operators and gradually brought order. Today MITI, a committee to regulate the industry, establishes standards, sets check prices in Japan by set categories, and spot checks exports. By the end of 1959 this self policing is expected to result in an industry quota, with each manufacturer allotted his by a percentage of previous year shipments. This is further expected to weed out the non-specialty importers until there remains a hard core of 20-25 manufacturers, about six of them major producers, and the balance of medium size.

Thus far, American manufacturers seem to have been more successful in meeting the German threat than in coping with the Japanese invasion. A good example is the one-piece stereo market. By and large domestic producers had underestimated demand for sets of this type when stereo lines were introduced. The German importers capitalized on this-for a short time. Now, however, one-piece units are appearing in more and more variety in almost every domestic line.

"Now," says a major New York chain account, "American manufacturers have come up with better, fuller, better priced lines. Last May, 20 percent of our radio and radio-phono sales were American goods. This May that will rise to about 52 percent."

At Majestic-Grundig a spokesman recently acknowledged:

"American manufacturers have come up with more competitive merchandise. We don't know at this time whether import sales will increase, hold at present levels, or drop."

No one, however, contests the fact that with excellent FM, shortwave, and pushbutton features, German imports will be able to hold their own for quite a while in the future.

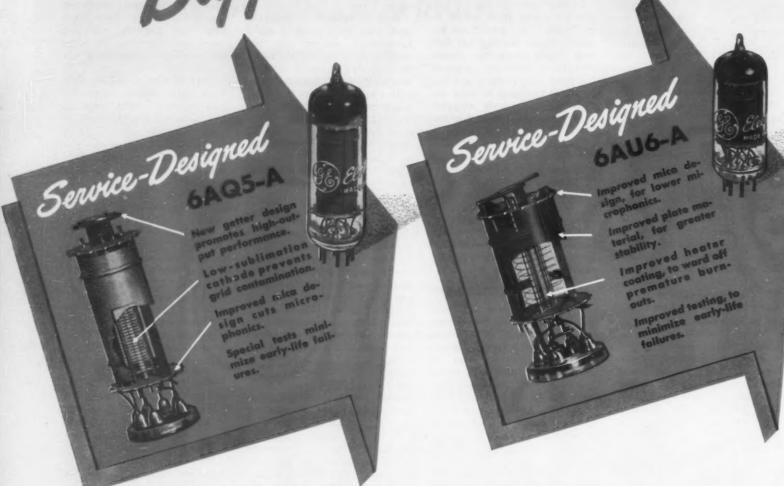
With Japanese transistor radios domestic makers have been slower at counter punching. The shirt pocket size set has taken such a commanding position in the transistor market that it has caused at least one somewhat drastic retaliatory move. Unable to find an American supplier for variable condensers for a small set it designed, Motorola contracted for Japanese-made miniature condensers, plus some selected radio frequency transistors which momentarily hold a price advantage. As a result, Motorola is now making at its Quincy, Ill. plant a shirt pocket transistor using these Japanese parts. It is selling for \$29.95, with leather case, batteries, and earphones. A nominal few thousand sets were brought in complete to test the market. They have probably cleared the market at this writing.

"It was a question of giving up the shirt-pocket transistor market to the Japanese," says a Motorola spokesman, "or battling for the market. We found dealers prefer having a set by us, where line name acceptance and merchandising continuity

Continued on page 96



# Better than ever-- GENERAL Bigger than ever-- TOTAL



# Ready to do a better job in more sockets—G-E Service-Designed Tubes for TV!

1
TB
1
AT
-

# ECTRIC SERVICE-DESIGNED TUBES! OF 70 LOW-CALLBACK TYPES!



Now...for finer performance...G-E Service-Designed Tubes for Hi-Fi and Radio!

6AV6 6BA6 6BE6

12AU6

12AX7/7025

12BA6

12BE6 35C5 35W4

50C5

In addition, several General Electric Service-Designed Tubes for TV are equally fine performers in hi-fi or radio equipment: namely, Types 5Y3-GT, 6AL5, 6AQ5-A, 6AU6-A, 6T8-A, 6V6-GT, and 12AT7.

Progress Is Our Most Important Product



# ANNOUNCING

A NEW MERCHANDISING POLICY AND AN ENTIRELY NEW LINE OF STEREO PHONOGRAPHS

This symbol signifies business integrity and top quality in Stereo phonographs

FULL DIMENSIONAL SOUND

FULL DIMENSIONAL SOUND

PHONOGRAPHS

First Phonographs Completely Designed, Styled and
Manufactured to Put the Real
Sound of Stereo as It is Recorded
into the Home, Only CAPITOL Could Do It!

Determined to attain leadership in the home phonograph field, Capitol Records, Inc. has produced room-size instruments which duplicate the sound of recording master tapes, at auditorium sound levels.

These new phonographs are so unique, so different from their predecessors, that they've been given the justly famous name:

FULL DIMENSIONAL SOUND Phonographs by CAPITOL

This name is reserved for Capitol's finest products — products whose performance has

been approved by a board of audio analysts.

With these new instruments comes a new merchandising policy of Selected Franchised

Dealerships.

The new line, ready Fall 1959, will consist of six instruments ranging in usual retail price from \$239.95 to \$529.00. Interested dealers should write or wire collect National Phonograph Administrator, CAPITOL

Records, Inc., The Capitol Tower, Hollywood 28, Calif.

LISTEN . . . and you'll hear the difference!

# **Imports**

STORY STARTS ON PAGE 65

are present, than to sell isolated foreign brands."

This spokesman left no doubt Motorola would probably buy miniature components here when they were available. The same holds true of other makers, including G-E, Sylvania, Emerson, RCA Victor, some of whom have been investigating miniature Japanese parts.

Meanwhile the importers are not standing still waiting.

"Motorola's move is in the right direction," says Herb Kabat of Delmonico. "It will get those people out of the market who don't belong."

At the same time Kabat confirms that Delmonico is making some countermoves of its own, moving this time in the direction of really deluxe merchandise. The firm now has three table models, one in plastic and one in wood, selling for \$50 to \$100. The firm also has a 15-transistor portable which is selling in Macy's and elsewhere at \$149. By fall Kabat expects to have five or six Sony models priced from \$40 to \$100. Some priced from \$40 to \$100.

Reports of a portable TV set coming soon from Japan are slightly premature, despite published reports in such periodicals as *Printer's Ink*.

In late May, for instance, Toshiba's importer, just returned from Japan, said:

"These reports are all wet. The 32 transistors alone will cost about \$45. Further, one essential transistor oscillates at 300 megacycles. You get one of these, maybe, in every 1,000 transistors made. Quantity production of these transistors just isn't there."

The battery-operated portable is made by Toshiba. Within six months a lab model may graduate to the domestic market.

The Toshiba importer in New York has a request for a model, as yet unfilled. The set weighs 30 pounds. Addition of a cabinet and picture tube to an imported chassis is expected to reduce this to 20 pounds. Nobody has any idea about cost or selling price.

On the broad picture of imports the watching and waiting seem to be over. Now, the scrap is on. The imports have shown impressive—even though hardly lethal—power. And domestic makers have started counterpunching—hard.

End

All...and we mean ALL you have to do is PUSH THIS AND MAKE A STEREO SALE!

# FABULOUS PRINCIPLE OF THE PRINCIPLE OF T



grand speakers, AM-FM-Shortwave, Deluxe 4-speed Loewe-Opta changer, Slide-Rule magic eye tuning, I input and I output for Stereo tape, Multiplex Ready and Balance Contr With "STEREO-OPTIMUM" by world famous Loewe-Opta

Not a second wasted on preliminaries. No plowing through stacks of literature. No bewildered customers, no frustrated salesmen. Just push the button, and your customer hears why Fonovox has most to give ... more than others priced 10 times more! Fonovox ... with Stereo-Optimum ... delivers all the hi-fi sound there is ... with astonishing clarity, total range, full-bodied, undistorted clean and pure. Naturally,

the world's finest hi-fi stereo is housed in equally spectacular cabinets. Furniture crafted of superb hardwoods, hand polished, hand-finished. Truly proud enrichers of the American home. No other stereo can make this claim; just push a button, and the sale is made. Test us. Stock Fabulous Fonovox...your sales and profits will prove the difference.

Your territory may be open for an exclusive distributorship or dealer franchise. Send coupon or write today. Fabulous Fonovox retails from \$69.95 to \$895.00. Prices slightly higher west of the Mississippi.

SEE US AT THE 58th ANNUAL SHOW & CONVENTION National Association of Music Merchants NEW YORK TRADE SHOW BLDG.

Rooms 541, 546 JUNE 22-25

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# WHERE THERE'S BUSINESS ACTION THERE'S A BUSINESSPAPER

As anyone knows who's ever tried to fix a faucet, hang a door, or change a tire—you're much better off with the proper tools at hand.

Every astute businessman knows this. He wouldn't consider for a minute attempting to do his job without having all his tools at his disposal. And his tools are comprised of information. Complete information. Sound information. Timely information.

He makes it his business to absorb all that information—from the pages of the businesspaper that he subscribes to in his particular field. He reads it for profit, not for pleasure. He reads it carefully, searchingly...looking for

facts, for new ideas and methods, for new products he can put to work. And—because he finds so much that's useful in the advertising pages—he reads them with the same concentration he devotes to the editorial pages.

Take a tip from the key men at every level in every trade and industry. Subscribe to your businesspaper. Read every issue. Carefully. Thoroughly. Searchingly.

Merchandising

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS

# lympic's Silver Anniversary ... YOUR PROFIT JUBILEE

# HE BELLS ARE RINGING OR BEST-SELLERS

Now Olympic brings you our new Silver Jubilee Line, with the industry's most dramatic values! New 6-Way Dual Channel Stereo Hi-Fi-TV-Radio Combos . . . New 5-Way Dual Channel Stereo Hi-Fi . New Hi-Fi TV with 3-D . . . New Table, Clock and Transistor Radios!

## 6-WAY STEREO COMBOS RING SALES BELLS!

- Dual Channel Stereo Hi-Fi with 4-Speed Automatic Phono... dual amplifiers, dual speaker systems, 6 hi-fi speakers!
- 2. New Stereo Switchboard for remote stereo all through the house! Demonstration builds extra speaker sales!
- Hi-Fi TV with 3-D. Self-demonstrating 3-D sound, crossover network, power transformer, hand-wired chassis!
- 4. Hi-Fi AM Radio reception!
- 5. Hi-Fi FM Radio reception!
- 6. Hi-Fi Simulcast AM/FM Radio for stereo broadcasts... 30-watt peak output!

PLUS...decorator-styled furniture cabinets!
OLYMPIC COMBOS START AT \$249.95



5-WAY . DUAL CHANNEL . ALL-IN-ONE

# STEREO HI-FI



# 5-WAY STEREO HI-FI RINGS UP BIGGEST PROFITS!

- Dual Channel Stereo Hi-Fi with 4-Speed Automatic Phono... dual amplifiers, dual speaker systems, 6 Jensen speakers!
- 2. Exclusive new Stereo Switchboard, for remote stereo in any room...in ALL dual channel Stereo models!
- 3. Hi-Fi AM Radio reception! 4. Hi-Fi FM Radio reception!
- 5. Hi-Fi Simulcast AM/FM Radio for stereo broadcasts!
- 30-watt peak
   30-22,000 CPS
   Individual bass and treble controls for each channel
   Decorator furniture stylings
   Contemporary, Traditional, Provincial, Chinese fine wood cabinets!

COMPARE...with other stereo costing twice as much!

OLYMPIC DUAL CHANNEL STEREO HI-FI

PRICED FROM \$79.95 TO \$399.95

PLUS... Powerful Value-Setting Ads in LIFE · LOOK · SATURDAY EVENING POST · HOUSE BEAUTIFUL · HOUSE & GARDEN · LIVING FOR YOUNG HOMEMAKERS · ESQUIRE · EBONY · N.Y. TIMES MAGAZINE and "SUNDAY" NEWSPAPER MAGAZINE SUPPLEMENTS

Olympic.



World's Leader in Stereo 6-Way Combinations • TV • Stereo Hi-Fi • Phonographs • Olympic Radio & Television • Long Island City 1, N. Y.

# "The Organ you play in just 60 seconds... without lessons"

These 10 words in 1958 made sales history in the music and appliance industry... poured millions of full profit dollars into dealers' bank accounts...created a totally new consumer market... established the trend back to full profit selling!

- You are cordially invited to see and inspect
  the first really new idea in the musical
  industry in years
   Magnus Electric Chord
  Organ and the just unveiled, newest
  masterpiece of sound and sell-ability...
   The Magnus Grand Electric Chord Organ
- Plus the complete line of Magnus Accessories

The National Music Show
June 22-25 • New Yorker Hotel
Magnus Suite 546-547

Magnus Organ Corporation

100 Naylon Avenue . Livingston, New Jersey

Originators and world's largest manufacturers of portable chord organs

# LOOK WHO'S SELLING ORGANS

STORY STARTS ON PAGE 74

The keyboard units have 49 to 60 keys and are priced from \$60 to \$289.50.

Four detachable legs, usually with a satin-like brass finish, are frequently included within the list price. When legs are extra, cost goes up \$10.

Matching tables and benches are offered by Magnus and Audion. Tables list at \$25; benches at \$12.50 for the Magnus and \$20 for the Audion.

Appliance dealers are getting the classic margins. The most frequently quoted margin is 35 percent, and it goes up with volume.

Audion and Magnus will soon offer the first step-ups—console models. Two Audion consoles, one in contemporary styling and the other in Early American, were shown at the Music Show in New York, June 21-25. List price will be \$180 for the unit in a contemporary walnut-veneer hardwood cabinet, and \$190 for the Early American in a cherry-maple cabinet. These prices are about \$50 higher than the list price on Audion's portable.

Magnus announced recently that its first console would appear soon, perhaps September or October. And by the time this is in print Magnus may have unveiled its second portable.

# How Do You Sell Them?

Selling chord organs is far less complicated than it appears. If there's any rule to follow, it's this: always have the display model plugged in, and let shoppers play it.

Another "must": have a music book open and on the organ.

Most chord organ suppliers have a series of special books, with additional books on the

Experience has taught Harvey Farber, general sales manager of the Organ Corp., that the portable organ sells itself, but only up to a certain point.

"If we could get our unit in the window of the country's leading department store, it wouldn't do a thing. But if we can hook them up on the floor where people can walk over and fool with it, the store will sell at least half a dozen a week," Farber has said.

Smart dealers also take the time to learn how to play one or two tunes. Although shopper impulse plays a big part in many sales, demonstration will become important as novelty wears off, according to most organ men.

## What's the Story on Service?

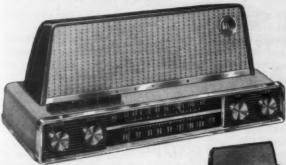
With more than one dozen portable organs on the market, it's difficult to generalize about service. But this is certain: you don't need a musician or an expert repairman to service a portable organ. There's nothing electronic in them. In fact, radios, TV sets, refrigerators and Continued on page 102



I'D LIKE TO SEE SOMETHING IN STEREO TV."

# Arvin Radios

Here's the style-and-engineering leader acclaimed by dealers and the industry—Arvin's table model AM/FM Stereo Receiver with distinctive design, nine tubes, two speakers, and push-button control for AM, FM, FM Tuner, Stereo, Phono. Model 3586, selling steadily at \$100.00\*

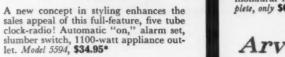


Matching four-tube dual-speaker Amplifier-Speaker completes this stereo twosome. Model 1586, \$49.95\*



This is Arvin's new seven-transistor three-band "International" the world's most powerful and handsomely compact portable for short wave, long wave, standard broadcast reception! Lever-type selector switch, whip antenna, push-pull, RF amplifier, battery-saver switch that increases power 10 times. *Model 9598*, a profit-leader at \$100.00\*







Arvin's camerasize all-transistor portable sells on sight—and sound! Seven transistors, two diodes, big 3" high quality speaker. Model 9595, \$39.95\*

Rich, gold-toned accents highlight this four-speed automatic Arvin por-table phono, with matching stereo speaker optional. Performance? Recording artists seem real as life! Model 8093, at \$79.95\*

Auxiliary Speaker. Model 1093, \$14.95\*



Honestly, have you ever seen

such take-me-home styling?

It's backed by performance that has the whole world listening . . . It's yours exclusively from Arvin for faster turnover!

# NATIONALLY ADVERTISED IN LEADING MAGAZINES!



Big, colorful ads pre-sell your customers on Arvin's complete lines of portable, table, stereo and hi-fi radios and phonographs. Get all the facts from your Arvin distributor today!

\*Prices slightly higher in far West and South



# RADIOS AND PHONOGRAPHS

Arvin also manufactures Portable Electric Heaters, Electric Fans, Electric Heating, Ironing Tables, Leisure Furniture, Bar-becue Grills, Car Heaters and Car Mufflers.

ARVIN INDUSTRIES, INC. • Columbus, Ind.
Electronics & Appliances Division

MILLIONS OF FAMILIES ENJOY ARVIN PRODUCTS

# NOW!

—a 10½ lb. Feature-Packed Transistorized

# **BUTOBA**

Tape Recorder





\*110-220 volt, 50-60 cycle.

Franchises Being Considered for All Areas

Performance: of professional standards, up to 13,000 cps.

Compactness: only 6"x9"x12" — goes with you anywhere,

# Other Outstanding Features:

- Dual speeds 1% 8 3% ips.
- Costs almost nothing to
- replace batteries.
- Push-button operation; record, playback, fast forward & rewind.
- Designed for music & speech.
- · Dual track.
- Records up to 2 hrs. per track.
- 7 transistors.
- Tone and volume controls.

Please note: Butoba tape recorders will be displayed at the Music Equipment Exhibition, Hotel New Yorker, Rm. 702, June 22-26.

Other self-powered Butoba recorders include spring motor & battery-operated models.

BUTOBA DIV., TURNING CORP. of AMERICA 60 E. 42 St., New York 17, N. Y.

# Best Buy in Transistor Radios

Look for quick turnover when you carry "TEN" Transistor Radios — especially this well-styled 6-transistor model with its wonderful clarity of tone. Powerful 2½-in. built-in dynamic speaker; highly sensitive ferrite core built-in antenna. Complete with personal earphone.

Ours is one of the few companies in Japan actually manufacturing transistor elements, both for our own use and for other firms. The transistors used in all "TEN" radios have an almost permanent life.



For full details, write:

KOBE KOGYO CORPORATION

KOBE - JAPAN

STORY STARTS ON PAGE 74

LOOK WHO'S SELLING ORGANS

washers are far more complex.

Chord organs have only three vital parts—reeds, an electric motor and the chord box. Organ men believe service problems will be generally confined to motors.

Most portable organs are powered by German-made motors. They are usually 60 cycle (AC), 115-120 volt, single-phase rigs. The motor powers a fan or impellor, pushing air to the reeds. Since organ motors are small and light, defective ones can be replaced inexpensively.

There's some question about how easy it is to replace an organ motor. A few organs are designed so that parts replacement and service time, if necessary at all, takes only a few minutes. With others, you have to unscrew and detach several bits of furniture and decoration to get at the motor, reeds or chord box.

The chord box is little more than a collection of plastic buttons connected to reeds by thin metal rods. Reports of trouble with chord boxes have been rare, say organ men. Just the same, the trend is to treat the chord box as a sealed unit and to replace defective units with new ones.

The reeds are narrow strips of pliable material—either plastic, steel or brass. Occasionally dust or dirt gets under a reed, causing a gargling or buzzing sound. But this often can be cleared up jiggling the

reed with a tool that looks like a nail file.

Distributors of Italian and German products already claim a quality advantage over the American-made units. The imports have metal reeds, tuned by hand. The American units have machine-made plastic reeds. The question is: Which reed, plastic or metal, sounds better and stands up longer under various kinds of operating conditions? Both sides have a case. For instance, heat can affect plastic, but moisture can bother metal. It's too early to say which side will win this has-

## Are Music Books Necessary?

Whether organ men like it or not, they are getting into the music publishing business, if only in a small way. They know that numbered music books are an important part of chord organ sales. And here's why: chord organs are designed for the musically uneducated, who need help to pick out even "Home on the Range." Music books give them the directions.

A book for a 12-chord organ can be used on another 12-chord organ, and a book for a 40-chord organ can be used on another 40-chord organ. This is not true for keyboard organs, most of which are made in Italy and Germany. Italian keyboards start at G on the scale; German keyboards start at F. There's so much room for confusion here that manufacturers Continued on page 104



"ELMER'S DECIDED TO RESIST THE TREND TO STEREO."

JULY, 1959-ELECTRICAL MERCHANDISING

ONCE AGAIN...FOR 1960



America's Largest Exclusive Manufacturer of Phonographs

SETS THE PACE IN PHONOGRAPH STYLING, PERFORMANCE AND VALUE



Model 1625: Complete Storee High Fidelity Balune, 4-Speed Automatic Particles with 4 Speedars, Ratall Hat \$139.95



The Line that Gives the Dealer

# THE BIGGEST SHARE OF GONSUMER DEMANDS

Symphonic for 1960 gives you leadership where it counts most... outstanding values in the price ranges demanded by over 95% of your customers.

It is your answer to increased sales and profits

STEREO PORTABLES: The 1960 Symphonic line features seven distinctively styled portables, superbly engineered for stereophonic sound realism. Retail list, \$32.95 to \$149.95

in today's highly competitive market.

STEREO CONSOLES: The 1960 Symphonic line features six magnificently styled self-contained consoles of unequalled performance.

Retail list, \$139.95 to \$379.95

Five console models are available with finest precision AM-FM stereophonic tuner. Retail list, \$199.95 to \$469.95

MONAURAL PORTABLES: The 1960 Symphonic line features four greater-than-ever portables. Retail list, \$19.95 to \$49.95

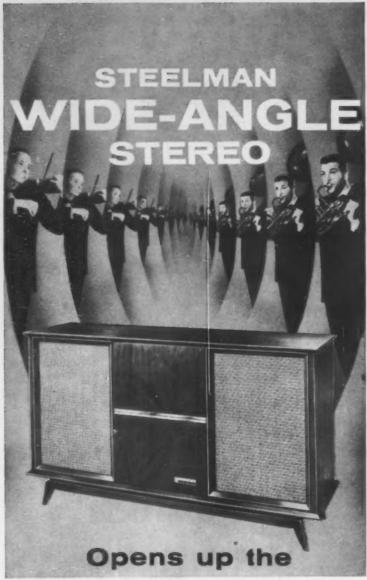
# FIRST 1960 DEALER SHOWING!

New York Trade Show Building
Music Show . . . June 22nd to June 25th
SUITE 206

rodol 1650; Custom Self-Cantained Stereophomic 4-Speed Automatic Console with 8-Speekers, AC Transfermer producing 80-watts of power. Retail list (Mahogany) \$359.95. Retail list (Limed Oak, Welnut) \$379.95



SYMPHONIC RADIO & ELECTRONIC CORP., 10 COLUMBUS CIRCLE, NEW YORK 19, N.Y.



# whole wide wonderful stereo market for you!

Steelman Wide-Angle Stereo is a revolutionary concept in engineering ... a revelation in sound! An electronic achievement that makes the wonder of Steelman Stereo enjoyable anywhere, everywhere in a room...at any distance... without special furniture setups. And it makes it possible for you to demonstrate the superb realism of Steelman Stereo anywhere in your store ... easily ... instantly ... for record-high sales results.

## "Emperor II" Model 705

-Self-contained, "Wide-Angle" Full Stereophonic High Fidelity FM/AM Radio-Phonograph Console. With 6 matched speakers, simulcast FM/AM tuner, six individual sound controls.



high fidelity "wide-angle" stereophonic systems by

m-made in America, Creators of the famous STEELMAN TRANSITAPE ALL-Tran

HEAR THE AMAZING NEW STEELMAN WIDE-ANGLE STEREO... SEE THE BEAUTIFUL STEELMAN "FESTIVAL OF MUSIC" CONSOLES AND PORTABLES, AT THE MUSIC SHOW, ROOMS 515-519, NEW YORK TRADE SHOW BUILDING

Steelman PHONOGRAPH & RADIO CO., INC., MT. VERNON, N. Y. of Herold Radio & Electronics Corporation - Mfd. in Canada by Electrohome, Kitchener, Ont.

# LOOK WHO'S SELLING ORGANS

STORY STARTS ON PAGE 74

and importers privately decided to publish their own music books.

The practice is to give the first book free with each organ. List price of additional books is usually \$1.50. Margins on the books are usually the same as on the organ-about 35 percent.

New books are coming off the presses rapidly. Magnus already has 13 books available. Concert has nine. Audion will have 12 within a year. Most of the books use a combination number-letter playing system, but Audion offers another system using numbers and colors.

## Will the Boom Last?

There's no doubt that portable chord organs are just about the hottest things in music. Italians. Germans and Americans are in it: the Niebo International Trading Co., N. Y., will soon begin marketing a Japanese import. And Sweden is still to be heard from.

The big question is whether portable organs are a shortrange flash flood of novelties, or will they sell a few years from now?

Organ men point out that sales of portables are out of all proportion to the sale of any earlier musical instrument. Ease of operation and the relatively

low price are undoubtedly key reasons. Those who risk guessing about the sales life of portables say three or four years may be expected. Music people, traditionally conservative, see only a year of good profits accruing to organs.

Both importers and manufacturers are placing all bets on a tremendous fall and winter market. They emphasize that approximately 80 percent of the public knows little about music, but has always had a hidden desire to perform at a keyboard.

Basically, dealers are optimistic. But some appliance men say consumers will use the organs for only a short time. They say the public tires of them after a bit. Organ men hope to counter this consumer fatigue with the sale of new music books.

The fact that most people find organ music pleasant is expected to help. So is the snowballing effect that comes from increased exposure to music and advertising on radio, TV, hi-fi. One organ manufacturer has already earmarked \$4 million for a national advertising campaign, most of it to run in 20 consumer magazines.

The predominant feeling is that spinet electronic organs are enjoying good sales; why not portables?

# WHO MAKES PORTABLE ORGANS

The small Italian city of Castelfidardo (an accordian manufacturing center for years and years) is the home of most of the brands listed below. Because the organ market is taking on the proportions of a boom, it's almost impossible to keep up to date on new firms entering the field. But the list below was complete as of mid-May. Units not otherwise identified are imported from Italy.

## CHORD MODELS ONLY

\*American Audion Corp., 200 Fifth Ave., New York, N. Y., "Audion." Delmonico International Div., Thompson-Starrett Co., 42-24 Orchard St., Long Island City, N. Y., "Delmonico." \*Magnus Organ Corp., 100 Naylon Ave., Livingston, New Jersey, "Magnus. Organ Corp. of America, 51-02 21st St., Long Island City, N. Y., "Concert." Performa-Chord Organ Sales Corp., 7915 S. Phillips Ave., Chicago, Ill., "Performa-Chord."

# CHORD AND KEYBOARD

Bruno-New York, Inc., 460 West 34th St., New York N. Y., "Royal Artist." Buegeleisen & Jacobson, Inc., 5 Union Sq., New York, N. Y., "Kent." Ideal Musical Merchandise Corp., 14 E. 17th St., New York, N. Y., "Ideal." \*\*\*Niebo International Trading Co., 235 Fourth Ave., New York, N. Y. Sorkin Music Co., 559 6th Ave., New York 10, N. Y., "Multivox." Unicord, Inc., 5 Union Sq., New York, N. Y., 'Pianorgan.' David Wexler & Co., 823 S. Wabash, Chicago, III., "Frontalini."

## KEYBOARD

\*Emenee Industries, Inc., 200 Fifth Ave., New York, N. Y., "Emense." \*\*Musical Products Corp., 3711 W. Pine Blvd., St. Louis, Mo., "Harmophone," \*\*Hohner Company, 351 Fourth Ave., New York, N. Y., "Hohner." Chicago Music Institute Co., 7373 N. Cicero, Chicago, III., "Microrgan." \*Made in U. S. \*\*Made in Germany \*\*\*Made in Japan

Maybe you saw this ad a few months ago

# PREDICTION COME TRUE!



# THE ALL-NEW REVOLUTIONARY Audiophile Series

# OF STEREO COMPONENT ENSEMBLES BY STROMBERG-CARLSON

Leading music merchants acclaimed these new units as the first real *breakthrough* in high fidelity design. Now, for the first time, that much-desired Component Quality of sound reproduction is available in single "packaged" units. Among the significant all-new advantages are:

- Speaker Isolation
- Stereo Choice Switch
- Acoustical Labyrinth® Systems
- Easily Accessible Cabinets
- · Interchangeable Components Sell up, Sell down

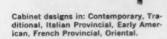
Prices are amazingly modest, starting at only \$349.95!

"There is nothing finer than a Stromberg-Carlson"

STROMBERG-CARLSON A DIVISION OF GENERAL DYNAMICS CORPORATION
1433 N. GOODMAN STREET . ROCHESTER 3, NEW YORK







SEE US AT THE MUSIC SHOW ... TRADE SHOW BUILDING ... ROOMS 527-528



# New Meaning for an Old Saw

Mischa, here, knows that music hath charms . . . but what he doesn't realize is that there are simpler (and far better) ways of making it these days.

Americans not only like to make music and to listen to it . . . they like to read about it, too. Each week, in the pages of TIME, they look forward to stories on the latest Broadway musicals, opera premières, concert debuts, reviews of new records, reports on notable radio and television performances. And guided by the advertisements in TIME, they are forever buying high fidelity equipment, records, radios, recorders and television sets.

That's why—and that's because—America's leading manufacturers in these fields invest nearly a million dollars annually in TIME, to keep in tune with America's musical millions . . . the millions of families in the top echelon of income, education and buying power who have changed the market pattern of the country and created the boom at the upper level.



TIME, The Weekly Newsmagazine

The sound setting for your advertising



SALES PLANNING: Wesley Olson, Jr., Mickey O'Brien, Graybar Orlando Appliance Sales Manager, John W. Gibson, Manager of Olson Hardware, Carl W. (Pop)

Olson and J. T. (Talley) Joiner, Lighting Manager of Graybar Orlando, get together on an extensive promotion plan to sell lighting fixtures.

# "Working with Graybar simplified our business expansion"



Says: Wesley Olson, Jr., Vice President, OLSON ELECTRIC & HARDWARE CO., Daytona Beach, Florida

Olson Electric & Hardware Co. dates its beginnings way back to the days when its founder, Carl W. (Pop) Olson found it difficult to sell a convenience outlet in his wiring jobs because there were so few appliances to plug in. Throughout its growth into the thriving electrical contracting, appliance and hardware business it is today, this company has

looked to Graybar for electrical supplies.

"We're just as pleased today with the cooperation of Graybar sales people in developing our appliance business as we have been for so many years in dealing with them for our contracting requirements," says Mr. Olson. "One of Graybar's many advantages is that they handle so many lines. You just call Graybar and they deliver. What's more, Graybar men know what sells and they have a personal interest in our success and continuing growth. If you want to expand in the electrical equipment and appliance field, you'll find it pays to do business with Graybar."



ADVICE ON APPLIANCES: John Gibson, Manager of Olson Hardware (right), discusses selling points of Sunbeam appliances with Mickey O'Brien, Graybar Orlando Appliance Sales Manager.



CHECKING INVENTORIES: Wesley Olson, Jr. (left) makes a periodic check of lighting fixture stocks with J. T. (Talley) Joiner, Lighting Manager of Graybar Orlando.

# GraybaR



GRAYBAR ELECTRIC COMPANY, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. . OFFICES IN OVER 130 PRINCIPAL CITIES

# **NEW from GENERAL ELECTRIC**

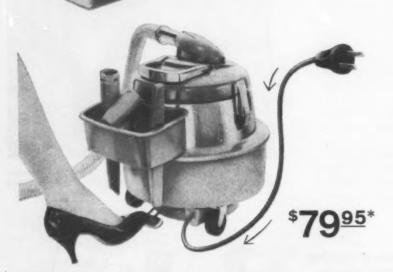
# A complete floor

# NEW! The lightweight Swivel-Top C-8

- Pushbutton toe-switch for ON-OFF control
- Chrome-plated steel wands with "positive-lock" assembly
- Double-action rug and floor tool adjusts automatically to clean both rugs and floors
- Full one-horsepower output
- All-around Vinyl bumper protects furniture
- Attractive Sandalwood and Brown color scheme



\$5995\*



**C-7 CORD REEL**—Everybody's asking for the new C-7 CORD REEL Canister Cleaner. A touch of your toe and the cord disappears! Other strong selling features include new "Steer-Easy" Wheel for complete mobility; handy *carry-caddy* for attachments; suction regulator right on wand. Attractive modern styling in Glade Green and Chrome.

# Completely modern upright!

TWIN POWER U-1—General Electric's slim, trim U-1 weighs only  $14\frac{1}{2}$  pounds, flattens out to only  $4\frac{1}{2}$  inches high! Hangs up like a broom. Motor-driven "Elevator" brush adjusts automatically to clean deepest carpet pile and bare floors. Fingertip controls lower handle right to the floor . . . handy pocket in bag stores cord out of the way. Complete set of attachments available. \$19.95\*.

\$69<sup>95</sup>\*

\*Manufacturer's suggested list price.

# care line!

LOADED WITH **NEW FEATURES!** 

Two great new Polisher-Scrubber-Rug Cleaners!

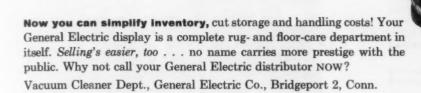


- · Positive-lock handle with toe release
- Metal motor housing
- Complete with three pairs of snap-on attachments: polishing brushes, rug-cleaning brushes and felt buffing pads
- All-around Vinyl bumper protects furniture
- 350-watt, dependable General Electric motor
- Comes in neat "carry-home" package (only one United Parcel unit if delivered)

# NEW! The FP-5

- · All-around splash-guard
- Chrome-plated motor housing
- Positive-lock handle with toe release
- Complete with five different pairs of snap-on attachments: polishing brushes, scrubbing brushes, rug-cleaning brushes, lamb's wool buffing pads and steel wool pads
- Hang-up storage bag for attachments
- All-around Vinyl bumper
- 350-watt General Electric motor
- Comes in neat "carry-home" pack (one United Parcel unit if delivered)

\$49<sup>95</sup>\*



Progress Is Our Most Important Product

GENERAL (SE) ELECTRIC





CHANGES for Every

Enterprise. Styleline Range
Off-n-On in Minutes

Only ENTERPRISE offers this quick-changing backguard insert! In just a few moments, you can show customers one range with 6 different backguards—in their choice of Decorama colors. Every Enterprise Styleline Gas Range you stock means 6 choices for your customers!

In just minutes, you can change backguard inserts in smart colors designed to match kitchens and electric appliances.

Coral Pink Turquoise Green Canary Yellow Midnite Black Chinese Red

Backguard inserts are interchangeable on all 36" and 30" Enterprise Styleline Gas Ranges. This is a great, sure-to-sell feature to appeal to every housewife! Order now and start pulling in profits!

Let Our Enterpris-ing Salesman Show You

# PHILLIPS & BUTTORFF CORPORATION

NASHVILLE, TENNESSEE

IN OUR 100th YEAR

# All's Quiet in Chicago

No one expected a very lively summer market last month and no one was surprised. Appliance firms showed "market specials" and new TV lines made their formal bow



A hint of what's to come in TV merchandising this fall is this outspoken sign at Admiral comparing 21 with new 23 inch picture tube. At right is Ross Siragusa, Jr. Even

showings of new TV lines failed to arouse much interest in Chicago, largely because lines had already been shown to distributors.



Market specials were the order of the day in appliance exhibits in Chicago. Here Philco's Bob Kelly shows

the "Fiesta" pair, a color-matched range and refrigerator.



There were just two crowd-stopping displays on Merchandise Mart's eleventh floor. One was Gibson's

"electromatic salesman"; also drawing traffic were Sylvania's gambling ladies.

# NEW 14 CU. FT. HOTPOINT

# HURDLES THE SIZE BARRIER FOR MORE STEP-UP SALES



BIG 10 CU. FT. REFRIGERATOR
WITH SWING-OUT SHELVES
PLUS 4 CU. FT. FREEZER

fits in floor space of most "12's"

ONLY 32" WIDE—281/2" DEEP 66" HIGH

Gives you the features you need—in the size you need—to close more profitable sales

And the total step-up difference is exclusively yours with Hotpoint! Compact, clean-cut design that fits the limited space kitchen ... 10 cu. ft. of usable fresh food storage area .. generous-size 147 lb. capacity real freezer ... and such other quality "move them up" features as:

New Swing-Out Shelves • New offset hinges • No coils in the back—fits close to the wall • Frost-Away automatic defrosting • Dairy-Stor • Tall bottle door shelf • Porcelain crispers

HOTPOINT DEALERS' PROFIT OPPORTUNITIES ARE GREATER THAN EVER BEFORE... IF YOU'RE NOT A HOTPOINT DEALER, YOU SHOULD BE!



Hotpoint

Swing-Out Refrigerator-Freezer

LOOK FOR THAT

DIFFERENCE! (your customers do!)

ELECTRIC RANGES · REFRIGERATORS · AUTOMATIC WASHERS · CLOTHES DRYERS · CUSTOMLINE® DISHWASHERS · DISPOSALLS® · WATER HEATERS · FOOD FREEZERS · AIR CONDITIONERS



# **NEWS** AT A GLANCE

Final papers have been signed giving control of **Dominion Electric Corporation** to the Shaffer family of Mansfield, Ohio.
The announcement was made jointly by Robert Shaffer, new president of the firm, and his brother, Sheldon Shaffer, new executive vice president. According to Sheldon Shaffer, Dominion's immediate plans are to intensify selling and merchandising activities to take advantage of expanding sales opportunities in the table appliance market.

A course in **Westinghouse** kitchen planning is being offered by the University of Chicago. The course, "advanced custom kitchen design", has a prerequisite of completion of the basic design course conducted by the corporation's kitchen department at Mansfield, Ohio. Registration for the course is open only to designers who are associated with franchised Westinghouse kitchen dealers.

For the third straight month, sales of **Toro Manufacturing Corporation** power mowers have topped the \$3-million dollar mark. R. W. Gibson, Toro's sales vice president reports that May shipments totaled \$3,050,000, almost \$1-million above the previous May high registered in 1956.

Youngstown Kitchens has announced that they are distributing a new kind of local advertising kit to retail dealers. The dealer kit, entitled "Planned Selling Power at the Local Level" is composed of six separate sections, each a detailed, comprehensive kit in itself. Included is a newspaper booklet, one on outdoor and special local promotions, a radio-television section, a direct mail section, and one on special dealer aids. The easy-to-use kit presents hundreds of practical applications to local advertising and promotional problems..

The Water Conditioning Foundation has voted unanimous approval of an industry standards and product certification program at their annual meeting. According to R. G. Breeden, secretary-manager of the foundation, the growing demand for adequate and acceptable domestic water supplies has led the industry to place new emphasis on water conditioning units as standard home appliances. Breeden further reported that water conditioning unit sales increased seven percent during 1958 and are running approximately ten per cent ahead of 1958 for the first quarter of this year.



Thirty pages of advertising, all on the subject of electrical living, will appear in the September 14 issue of *Life*. Joseph F. Miller, managing director of the National Electrical Manufacturer's Association is shown as he explained features of the mammoth ad during a recent industry meeting.

RCA-Whirlpool appliance sales for the first four months of 1959 were 37 percent ahead of the equivalent period in 1958. Company spokesmen indicate that this sales increase was coupled with a sharp drop in factory-distributor inventories producing what was termed a "gratifyingly healthy relationship." In terms of going sales rate the number of weeks of supply was 37 percent under 1958.

Members of the consumer products division of the **Electronic Industries Association** have embarked upon plans for a TV public relations campaign keyed to new fall television programs. L. C. Truesdell, vice president in charge of marketing for Zenith Radio Corporation has been named chairman of the committee which will develop plans for the promotion campaign. The promotion will be carried out individually by set manufacturers in their respective advertising and at distributor meetings.

Westinghouse Electric Corporation has broken ground at Columbus, Ohio for a giant new supply warehouse for appliances and television. The new facilities are intended to service the eastern portion of the United States upon completion. Combined warehouse area of the new plant and depot will be nearly 700,000 square feet. It is expected that the depot will reduce delivery time of appliances to dealers by one third by eliminating multiple handling of merchandise. Westinghouse products manufactured at Metuchen, N. J., Springfield, Mass., Mansfield and Columbus, Ohio will be stocked.

Formulation of a plan to establish vocational education for home laundry appliance servicing has been announced by the American Home Laundry Manufacturer's Association. The plan is intended for use by state directors of vocational education, local representatives of education and industry, public and trade school officials, and others interested in establishing an appliance service training school or course. Copies of a booklet on the plan, "Vocational Education in Home Laundry Appliance Service" are available from the association.

Motorola reports that first quarter sales for the company stood at 56 percent ahead of last year. Earnings for the same period were nearly four times as great. Comparative figures showed sales of \$63,653,184 in the first quarter of 1959 against \$40,-894,492 in 1958. Earnings amounted to \$2,616,427 in 1959 against \$677,782 for the same period of 1958.

April was the **Gibson Refrigerator Company's** most successful month from both a profit and sales standpoint since 1951, according to an announcement by C. J. Gibson, Jr., president. All company products showed an increase with freezer sales marking up a 55 percent gain over March, and a 229 percent increase over April of last year.

To emphasize the importance of the growing combination washer/dryer market Easy Laundry appliances division of the Murray Corporation of America has introduced a travel incentive program to selected retailers across the country. Parker Erickson, company vice president and general manager, announced that the program is planned to increase the number of dealers who will thoroughly understand the merchandising value of combination washer/dryers. The program provides three achievement levels which will permit dealers to earn all-expense paid holidays to vacation spots both in and out of the United States.





For extra large.

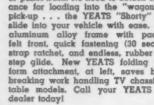


# the NEW YEATS "Shorty" STATION WAGON & PANEL PICK-UP appliance dolly YEATS Model No. 5



luminum alloy Height 47" Weight 32 lbs.









# YEATS "Everlast" COVERS & PADS





Name

Address.

appliance dolly

sales company

2127 N. 12th STREET MILWAUKEE S, WISCONSIN



Please send full particulars and prices on the popular Wahl home barber line.

State\_

# people in the NEWS





W. GOLDING





F. O'BOYLE

Radio Corp. of America-Russell E. Conley has been named manager, publications advertising and promotion. Conley was formerly manager of advertising and sales promotion for RCA's Victor Radio and "Victrola" division.

Easy Laundry Appliances-William Golding has been appointed director of merchandising. Golding comes to Easy from the Norge division of Borg-Warner Corp.

Travler-Radio Corp.-Jerry Friedman has been named advertising manager. Friedman had previously been associated with the Cowles Chemical Company of Cleveland.

Symphonic Radio & Electronic Corp.-William F. O'Boyle has been appointed to the position of national sales manager. Immediately prior to this appointment O'Boyle had been vice president of the phonograph division of Capitol Records Distributing Corp.

Whirlpool Corp.-John W. Benson has been named assistant national advertising manager. Benson succeeds John Trux in the post.

Admiral Corporation-Martin Sheridan has rejoined the company as director of public relations. Sheridan held the same position from 1951 to 1957, resigning to become director of information for the New England Council.

Porter-Cable Machine Co.—The company has appointed Joseph J. Diamond, vice president and manager of eastern sales, and John I. Dean, vice president and manager of western sales.

# Sales Executive of the Year



Leonard C. Truesdell, Zenith's executive vice president in charge of marketing has been named "Sales Executive of the Year" in the culminating event of the National Sales Executives International's 24th annual convention. Tony Whan, chairman of NSE's Long Range Planning Committee, who made the presentation, cited Truesdell as the year's outstanding salesman for his "spirit of confident selling and contribution to the material advancement of the nation."



King Sized advertising schedule brought out smiles in group pictured above as Bill Leck of Speed Queen Atlantic Co., signs contract with New York's Daily News. Leck, Gibson Refrigerator's distributor in area signed schedule for 366 consecutive daily ads. William C. Conley, vice president in charge of Gibson Refrigerator Co. sales, second from right, back row, found arrangements to his liking also.



J. D. EWAN



R.C. WARREN



D. L. PORTH



B. T. SETCHEL

Motorola, Inc.—Jack D. Ewan has joined the company as director of public relations. Ewan was formerly midwest regional public relations manager for the General Electric Company.

National Presto Industries—Richard C. Warren, former field sales manager for the company, has been named general sales manager.

Water Conditioning Foundation—Donald L. Porth, vice president, sales, of Culligan, Inc., has been elected president of the Foundation. The election took place at the foundation's annual meeting held in Highland Park, Ill.

Setchell-Carlson, Inc.—B. T. Setchell, president of the company, has assumed the post of general sales manager. W. C. McKnight, who formerly held the title of advertising manager has been named assistant sales manager.

Dormeyer Corp.—Edward J. Ryan has been named executive vice president. Ryan has been associated with Webcor, Inc., as vice president and assistant to Titus Haffa, board chairman. He continues as president of Vail Manufacturing Company.

Armstrong Products Corp.—Phil Sasser has been appointed vice president and assistant general manager. Sasser had previously been president of General Mining and Construction Corporation.



# WILL HELP WIN SALES

The long life and dependability of Lamb Electric Motors has been proven in many thousand applications during the past 41 years.

In the appliance field, as well as in other fields, Lamb Electric Motors have gained an outstanding reputation for ruggedness and reliability.

Long motor life is one of the many reasons why Lamb Electric motored appliances are so popular with both dealer and customer.

THE LAMB ELECTRIC COMPANY . KENT, OHIO

A Division of American Machine and Metals, Inc.
In Canada: Lamb Electric—Division of
Sangamo Company Ltd.—Leaside, Ontario







# THE NEWEST, MOST ADVANCED LINE WITH 10 ALL-NEW MODELS!

These are the heaters born to be the largest sellers of the 1959 season-and each has the outstanding design that has brought Arvin 27 years of leadership in the portable electric heater industry! Thousands of dealers will be featuring these new-astomorrow models with the name long-famous to shoppers everywhere. Be sure you're among those dealers who will benefit from the unequalled national advertising of Arvin's newest line, the surest sellers ever-foremost in styling, safety, and performance that brings a world of warmth. Start planning an Arvin selection now, for the greatest heater season in your store's sales history!

## **NEW! ARVIN'S INSTANT RIBBON HEATER!**









The fastest-heating electric heater ever produced! Born to be one of the hottest numbers of 1959! Model 5918-Fan forced Radiant Automatic with fast-heating ribbon element and wide angle reflection. 1320 watts. Bermuda bronze with brass grill. Ret. \$19.95

IT'S SHOW TIME! See the complete Arvin line and dealer aids at

Arvin also manufactures radios, phonographs, electric fans, electric heating, the Housewares Show in Atlantic City. We'll be at Booth No. 784. ironing tables, leisure furniture, barbecue grills, car heaters and car mufflers. the world's best-selling portable electric heaters!

# means business!

Pick up extra profits with Arvin's

# BAKER'S DOZEN

EARLY BUYING BONUS

Order before Sept. 1st!

Take advantage of Arvin's exclusive offer: Order 12 Arvin portable electric heaters . . . choose any assortment you want . . . and get one additional heater FREE. Your "bonus" heater will be the same as the lowest-priced Arvin on your order.

Here's your opportunity to order early . . . get the line that sells easiest and best . . . while you pick up a "bonus" heater to bring you 100% profit! What's more, Arvin starts the sale for you with the largest national campaign of any electric heater manufacturer, and supplies you with full color displays and envelope stuffers to help you bring customers to the point of sale.

Remember, all Baker's Dozen dealer orders must specify drop shipment from the Arvin factory before September 1, with freight prepaid. Don't wait—phone your Arvin distributor for complete heater details and get your order in now!





## HERE'S ANOTHER BONUS!

. . . with a self-liquidator! Include this sturdy "Merchantman" display at \$30 to be drop-shipped with your Baker's Dozen and receive FREE one model 5934 Arvin heater (\$34.95 retail value). Sale of the heater pays for the display and gives you a profit, too.

# CHOOSE FROM THE INDUSTRY'S MOST COMPLETE LINE!



Model \$829—Quick-heat automatic with parabolic reflectors for increased radi ance. Fan-forced, thermostatically con trolled, safeguard safety switch, 1650 watts, Ret. \$23.95



229-Volt Model 859-Develops 16,368 BTU at 4800 watts, Instantaneous heat response, cabinet stays cool, Automatic thermostat. Page 858



Medel 9839 — Push-button control for 3 heats — 1000, 1320, 1650 watts. Vycor insulated elements, automatic thermostat, safeguard safety switch. Ret. \$38.95



229-Volt Medel Dual Heat 949-Push-button control: 2000 watts, 6820 8TU; 4000 watts, 13,630 BTU. Automatic thermostat, safeguard safety switch. Ref. \$48.96



Model 9854-Sell sun-like warmth with Arvin's glass-panel radiant heater. Clean, quiet, no moving parts. Automatic thermostat. 1650 watts. Ret. \$54.85



229-Velt Dual Heat Model 866-High wattage, with instant heat response. 3000 watts at 10,230 BTU, 4800 watts at 16,358 BTU. Cool cabinet, automatic thermostat. Ret.



MILLIONS OF FAMILIES
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ARVIN INDUSTRIES, INC. • Columbus, Indiana Electronics & Appliances Division



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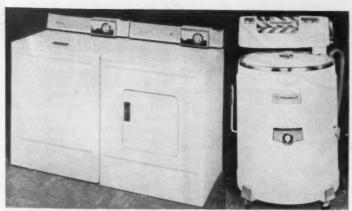
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# new products

ANNA A. NOONE Editor





RCA-Whirlpool automatic washer and dryer

RCA-Whirlpool wringer washer FW-90

# RCA-Whirlpool Low-Priced Line, New Ranges and Cleaner

Whirlpool Corp. announces the addition of 7 new medium-to-low priced automatic washers and dryers, 4 wringer washers; 2 low-priced refrigerators, a new freezer, 8 additions to line of cooking units including 4 free-standing ranges, 3 built-in gas ovens, a drop-in counter surface unit; and the addition of 2 new cleaning systems.

## Laundry appliances

Of the 5 budget priced automatic washers announced, 2 have 10-lb. capacity (Nos. FA-50 and FA-41) 3 are 9-lb. 24-in. apartment models (FA-15, FA-09, and FA-05); single dial systems in consoles activate complete wash cycle in all units; at low end, hot and warm wash settings are combined with warm rinses: medium priced models feature combination of 5 automatic wash and rinse temperatures including hot, warm, and cold washes with either warm or cold rinses: all 5 models have self-levelling rear legs, optional free-rolling caster kits; wrap-around bonderized cabinets in white enamel; hinged tops.

Whirlpool Suds-Miser is optional; Surgilator agitator with undulated vanes is featured in all 5 models as is "Free-Flow" drainage.

Two dryers, FD-45, gas and FD-40, electric match above 5 automatic washers; features include 2 drying cycles for all-fabric drying; 3 temperature settings—hot, medium, warm, plus an unheated air flow setting to fluff and dust clothing and remove lint; takes load of

up to 20 lbs. damp clothes; top-side lint trap.

Wringer washers all have 10 lb. capacity; top of line, FW-90 has Surgilator agitator with undulated vanes; heavy-duty, 3-in. wringer roles; automatic wringer tension to eliminate adjustments; swings 360 degs; locks into 28 positions; 4 chrome-plated pads located to provide ready access for relieving wringer tension; tension released, rolls stop revolving; automatic timer turns machine off at preselected washtime; motor overload protector; all 4 models feature gear case and motor in 1 assembly.



RCA-Whirlpeol refrigerators F-10 or F-10S

# Refrigerators and Freezers

Top features of F-10S and F-10 refrigerators with "Triple-S" styling are magnetic "positive seal" door gasket; flush hinge door mountings that permit opening door within width of 26-in. wide cabinet for installation of large

10.2 cu. ft. unit in space normally required for smaller models; also permits installation in corners or within 1/2-in. of wall cabinets; both models are 59 in. high, 311/8 in. deep; 3 full width shelves provide convenient storage space in 8.5 cu. ft. refrigerator section; full-width 2-bu. crisper; half-shelf for bulky items in F-10. Up to 65 packages can be stored in 60 lb. capacity freezer section; aluminum liners transfer cold; other features include ice cube trays (lever ejecting in F-10); side-hinged freezer door; full-width chiller tray; aqualite porcelain enamel interior with blue mist, kerry blue, marle, pink and gold and aluminum.

FC-10V, 10.4 cu. ft. upright freezer has 365 lbs. capacity; features magnetic "positive seal" door and flush-hinge, thin-design door installation; freezing coils under each of 3 large-capacity storage shelves and in top of cabinet liner provide fast freezing; up to 28 lbs. or 44 packages can be stored in 4 extra deep door shelves designed to hold all size and shape home frozen and commercially frozen packages; slide-out trivet at bottom provides storage space for bulky items; 3 remaining shelves are open grid variety for greater circulation of cold air; Aqualite with blue mist and metallic gold and silver accents.

## Ranges

Eight new additions to the RCA-Whirlpool line of cooking units includes 4 free-standing ranges; 3 built-in gas ovens; a drop-in counter surface unit.

Low-priced range line consists of two 40-in. electric and a 36-in. and 30-in. gas model. Deluxe 30-in. gas range No. 323 features "Gold Star" approval; top features include a thermostatically controlled surface burner; oven window; 24 in. wide porcelain enamel interior; interior oven light; top range surface illumination; chrome panel trimming with black and aluminum background.

Other conveniences in this model are also incorporated in the 36 in. Custom gas range, G-339, and include a matchless, balanced heat oven which circulates heat throughout, 5-position smokeless broiler; infinite heat selections on 4 top burners and a timer clock.

The 3 built-in gas ovens, Imperial G-859 and G-858 and Supreme G-856. Top model, G-859



RCA-Whirlpool electric range E-484 or E-482

has new rotisserie and meat probe; all 3 ovens are equipped for inside or outside venting, have large capacity Balanced Heat oven, oven light, waist-high "smokeless" broiler, matchless automatic ignition; non-fogging window door; pink, yellow or copper porcelain enamel or brushed chrome finishes.

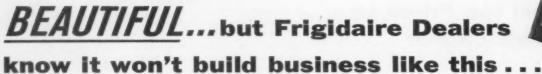
"Thin Jetube" surface burners on both 40-in. electric ranges, Custom, E-484 and E-482 have an appliance outlet, automatic clocks which time the oven, a surface unit and the built-in Bar-B-Kewer; No. E-484 also has a removable rotisserie, plus a "Ka-Bob" (optional) attachment, consisting of 5 skewers which turn simultaneously with rotisserie spit; a Roto-Baste (optional) that automatically dips up juices, gravies, sauce from pan below.

Space-saving, "Thintop" Custom electric drop-in counter surface unit has only 3 inches from countertop to bottom of range enclosure, permitting a cabinet drawer to be placed directly under the surface unit; controls are mounted opposite surface burners; other features include "Thin Jetube" fast heating surface units, that are hinged, to swing-up for easy cleaning; a countersunk top to prevent spillage; comes in brushed chrome, copper, pink or yellow porcelain enamel.

## Cleaners

Two cleaners, Imperial F-9010 and Imperial Mark XII, F-9020 feature electric powered brush driven by a high-speed motor in nozzle of upright wand (in F-9020 only) powerful suction generated by 1 1/5 h.p. motor located in diecast aluminum, lightweight canister; attachments are concealed inside canister—a hinged, swing-up Continued on page 121





The Frigidaire Award of Merit is an award that's as business-wise as it is attractive. You start to benefit by it even before you receive it! Here's why—The only way a Frigidaire Servicing Dealer can get an Award of Merit is to earn it, by meeting and maintaining eight important service standards. Automatically, this means an improved service operation for the dealer . . . usually at lower cost! The better the service, the more satisfied the customers . . . the better a dealer's com-

munity reputation for service . . . the better his chances of making repeat sales! What's more, after the presentation, the Frigidaire Award of Merit gives the dealer an advertising, promotion, and sales tool his competitors can't buy or hope to match.

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# FRIGIDAIRE Golden Rule Service



BRING 'EM BACK AGAIN— FOR SERVICE AND SALES! Frigidaire Service promotional programs are designed to help you keep your customers yours! One such low-cost campaign is the current "Bring 'Em Back Again" Mailer Series—that tells them where to get service in a hurry—reminds them to see you first when it's time for a new appliance.

# new products

RCA-Whirlpool (cont'd)

cover exposes entire interior of canister to provide easy access to disposable filter bag, attachment compartment and motor.

liousing for electric powered brush nozzle is aluminum, 4-in. high; weighs 5-lbs.; futuristic design eliminates dangling wires; non-marking vinyl guard attached to nozzle housing; rear wheels automatically adapt nozzle to rug thicknesses; locking cam holds handle in upright position; "feather-touch" on-off toe switch; extra large casters swivel on canister front; handy flange for wraparound storage of 20-ft. cord; flipopen blower port; attachments for both models include 2 wants, floor and wall brush, upholstery nozzle, dusting brush of non-marking vinyl; plastic crevice tool.

Prices, automatic washers without Suds Miser from \$219.95 to \$279.95; automatic dryers, \$169.95 and \$209.95; electric ranges, E-482, \$199.95 and E-484, \$249.95; cleaners, F-9020, \$129.95; F-9010, \$89.95; no list price on other models. RCA-Whirlpool, Appliances, Whirlpool Corp., St. Joseph Mich.



KitchenAid portable dishwashe

# KitchenAid Dishwasher

A front-opening, convertible-portable dishwasher designed for renting families is announced by KitchenAid. Combines best features of the firms portable and built-in models; moves easily from place-to-place on casters; connects to faucet with snap-on device; plugs into any outlet. (These portable features can be removed and washer fitted into required space for permanent installation.

Features include a maple, counter-height cutting top; pressure-release button which permits drawing water for other purposes while dishwasher is connected; dual fill-drain hose and cord slide out of sight into back compartment; adapters for all faucet types as well as adapter for 2-prong electric outlets; safety interlock requires that door is closed and latched before dishwasher will operate; timer

control indicator dial shows what washer is doing at all times and can be turned by hand to shorten, skip or repeat any action, for plate-warming or to stop washer; self-cleaning stainless steel dual strainers prevents food particles from splashing back; Hobart revolving power wash action; sanitized hot-air drying; flow-control valve gives proper fill level; built-in drain pump simplifies permanent installation. KitchenAid Home Dishwasher Div., The Hobart Mfg. Co., Troy, O.



Gibson freezer No. GS-316EO

## Gibson Freezer

A 16-cu. ft. upright freezer, GS-316EO, has been added to the Gibson 1959 freezer line. Holds 525 lbs. food; has 5 freezing shelves of 40 sq. ft. area, plus 4 side plates for additional refrigeration capacity; 4 door shelves; 4 juice can rack; Caribbean blue interior with gold trim; defrost drain tube. Gibson Refrigerator Co. Div., Hupp Corp., Greenville, Mich.



Westinghouse electronic oven No. XM

# Westinghouse Electronic Oven

Westinghouse microwave or electronic oven needs but 5-min. per pound for turkey and 6-min. for roasts; magnetron at top sends out waves which rebound when they strike metal surfaces until they reach food; no heat is generated in oven or utensils, only in the food.

Price, \$895. Westinghouse Electric Corp., Mansfield, O.



Manitowas chest freezer

## Manitowoc Freezer

Two new chest freezers with improved lid construction are added to the Manitowoc line; each lid is flexible, but has so much strength at stress points that it cannot become misaligned or torque-damaged.

Models FC-160 and FC-200 have 16 and 20-cu. ft. capacity respectively; both have high evaporator areas—more than 22 sq. ft in FC-160 and nearly 30 sq. ft. in FC-200; this with vacuum-sealed cabinets results in uniform sub-zero air temperatures. Manitowoc Equipment Works, Manitowoc 6, Wis.



Maytag Super Highlander washe

## Maytag Washer

A 2-speed, medium-priced automatic washer, Super Highlander No. 126, has been added to the Maytag laundry line. Features include selective agitation and spin speeds, automatic water level control, cold water wash and rinse with 5 other possible wash-rinse water temperature combinations and Swirlaway spin-drain action.

Speeds include "Gentle Action" which reduces agitator speed to 36 oscillations per min., and spin speed to 417 rpm; and "Regular Action" with 54 oscillations per min., and 625 rpm spin speed.

Automatic water level control provides for selection of "full", "medium" or "low" tub fills to match any size wash load ("full" provides 16 gal. wash water with a total wash-rinse consumption of 33½ gal.; "medium" provides 13½ gal. wash water and 28 gal. total wash-rinse water; "low" supplies 11 gal. wash water and 23 gal. total); water fill on all 3 settings is automatically metered.

Flexible wash and rinse water temperature control provides

Continued on page 130



## Make-Shift Parts never earned a Frigidaire AWARD OF MERIT!

An adequate inventory of precision-built Frigidaire parts is a requisite for an Award of Merit—what's more it is a necessity for efficient service and assured customer satisfaction! For information on any phase of the Frigidaire Golden Rule Service program, call or write:

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# new products

MAYTAG continued

"hot", "warm" and "cold" settings to be used as recommended for regular, delicate and wash-andwear fabric loads.

Automatic timer control provides selective wash time from 1 to 14-min. including a special "delicate fabrics" range of 5-min.; automatic rinse consists of a 30-sec. spray rinse, a 2-min. deep power rinse; total cycle length exclusive of selective wash time and tub fill time is 11-min.

Other features include the Maytag perforated, lint-removal inner tub; bottom draining action; helical drive operation; zinc-coated steel cabinet; porcelain top cover, lid, wash basket and outer tub; positive tub brake stops spinning within 6-secs. when lid is fully raised during operation; unbalance switch automatically stops washer if load becomes improperly distributed; built-in suds-saver with push-button controls optional.

Super Highlander cabinet is 36½ in. from floor to closed lid, designed for flush-to-wall or flush-to-cabinet installation, and is 25½ in. wide and 27½ in. deep; it is matched by gas or electric Halo of Heat clothes dryers that provide separate air temperature selections for no-heat tumbling, regular fabrics and wash-and-wear.

Prices, \$319.95 or \$339.95 with Suds-Saver. The Maytag Co., Newton, Iowa



Thermador Masterpiece bi-level oven

## Thermador Oven

A new Masterpiece Deluxe Bi-Level Bilt-In electric oven is announced by Thermador; this new vertical double oven has a full size 18-in. upper oven and a 12-in. high lower oven.

Features include an automatic timer clock and minute minder; 2-speed, 3 spit rotisserie with a nontilt, removable frame for easy loading and unloading; one chromeplated spit is extra heavy for large roasts, etc; the other 2 spits are for small birds, ribs, shish kabobs etc.; a Vari-Speed switch controls broil element in the large oven and provides heat desired for broiling

or rotisserating; "air-cooled door" on non-window model has ventilator slots around door edge to draw cool air inside to circulate through double door; "Easy-View" windows on upper oven door are optional.

Lower oven has a removable broil shield that moves into place whenever door is left ajar for broiling to deflect heat away from upper oven door; separate thermostat controls lower oven so that each oven may be used for broiling and/or baking at same time; interior light.

Unit fits into 24-in. kitchen cabinet; each oven has separate indicator light to show when oven is on; stippled white porcelain enamel interiors; rod-type bake and broil elements; 2 complete broil pans; smokeless broiler trays and 4 oven racks, 2 for each oven. Stainless steel, Canyon copper, turquoise, yellow, pink or white.

Price, \$416.25; with "Easy-View" window, \$426.25. Thermador Electrical Mfg. Co., 5119 District Blvd., Los Angeles 22, Calif.



Presto steam-and-dry fron

## Presto Iron and Pressure Cookers

National Presto re-entered the steam-and-dry iron business with a new iron with 21-steam ports scientifically placed to provide equal distribution of steam for easier, faster ironing; 1-piece integrated handle and tank eliminating heatconducting metal tank sides; extra-wide opening allows easy filling and fast draining of large tank holding up to 9 oz. water; with steaming time up to 40-min.; changes from dry to steam and back at flick of switch; thermostatic control governed by easy-toread dial with temperatures for fabrics from linen to synthetics; 1200 amps; weighs 31/2 lbs; 35 sq. in. soleplate.

Two new automatic electric pressure cookers feature Presto's removable, plug-in, "Control Master," that operates family of appliances; cookers are made of 'stain-less' cast aluminum; both have automatic air vent and pressure regulator that signals to eyes and ears. Smaller model has 4-qt. capacity; larger model has 6-qt. Both use 1300 watts, a.c. only.



Presto pressure cooker

Prices, Steam-dry iron, \$16.95; 4-qt. pressure cooker, \$21.95; 6qt., \$24.95; Control Master, \$6.95. National Presto Industries Inc., Eau Claire, Wis.



Hamilton Beach coffeemaker 15CM

# Hamilton Beach Housewares

Two new appliances—a stainless steel, immersible coffeemaker, and an improved "Mixette" are announced by Hamilton Beach.

Coffeemaker, No. 15CM, has 2-to9 cup capacity; starts perking within a minute; easy-to-clean—
can be immersed in dishwasher; tapered shape with wide, shallow, percolator basket; pre-set temperature scientifically determined to produce perfect brew every time; smooth, inside surface and tapered spout; body marked with cup gradations; indicator light goes on when plugged in and off when coffee is ready; handle shield protects hand from hot pot; 115 volts, a.c.

"Mixette" No. 65, portable mixer features a speed selector switch with 3 tested speeds; ejector button under thumb relases one of 2



Hamilton Beach "Mixette" No. 65

beaters; longer, no-splash beaters reach bottom of saucepan; stands on end, hangs on wall or stores in drawer; right or left hand operation with open-end hand contoured handle; weighs 3 lbs.

Price, Coffeemaker, \$26.95; "Mixette" \$21.50. Hamilton Beach Co., Racine, Wis.



Cory automatic can opener DCA-S

# Cory Can Opener

A new combination table and wall model Cory automatic can opener, DCA-S, comes complete with white polystyrene stand; unit can be slipped into place on metal bracket on stand converting it to a stand or table model; stand provides cord storage chamber through which cord can be slipped and/or stored; bottom of opener rests on top of storage chamber; well balanced stand takes even a No. 10 can; suitable for table or wall mounting.

Price, \$29.95. Cory Corp., 3200 W. Peterson Ave., Chicago 45, Ill.



Trade-Wind ventilating hood

# Trade-Wind Range Hoods

A 2-speed pushbutton ventilator control is featured on 2 Patrician ventilating hoods; comes as a complete package including hood, axial flow ventilator, filter grille and underhood light; pushbutton controls on hood front for selecting high and low speeds and on/off switch for light which is enclosed within switch control box with Alba-lite window.

Hoods are available in 30, 36, 39, 42 and 48 in. lengths; entire assembly prewired at factory; on standard model ventilator is located at left of hood; center or right side installations can be provided. Available in satin chrome or coppertone. Trade-Wind Motorfans Inc., Div. Robbins & Myers Inc., 7755 Paramount Place, Pico-Rivera, Calif.

# COME ALONG ON THE MOST PROFITABLE PICNIC EVER!

It's the hottest retail promotion of the entire summer season!

# RCA Whirlpool PICNIC of VALUES

YOU GET ...

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- New red-hot specials that will really bring 'em in!
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Now's the time to make your "reservation"... call your RCA WHIRLPOOL distributor for full details!

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NO WASHER SAYS VALUE FASTER THAN AN...

# WITH WRINKLE-FREE WASHING WASHING WASH WATER AS IT DRAINS

Here's a value feature that's quickly recognized and quickly bought by women in these summer months when wash 'n wears are so popular! Only RCA WHIRLPOOL offers exclusive suspension cooling that gives true wrinkle-free washing. At the end of the washing period while the man-made fibers are pliable from the warm water . . . wash water is drained intermittently and replaced immediately with cold water. Clothes are held in suspension while water is tempered and their wrinkle resistance restored. It's just one of the many most-wanted features you can offer a prospect in the RCA WHIRLPOOL "self-setting" washer . . . the greatest value in washing today.

**Plus** ... 10-cycle pushbutton washing ... full-time, built-in Lint Filter ... soap and water thrifty Suds-Miser® ... built-in rinse conditioner dispenser ... exclusive Surgilator\* agitator ... Free-Flow\* draining plus much more.

Call your RCA WHIRLPOOL distributor for the complete profitable story!

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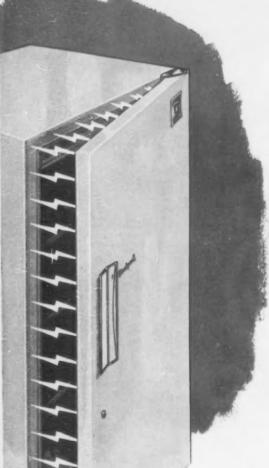
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FA-91

# WITH MILLION-MAGNET\*



All yours . . . an exclusive new feature you can demonstrate and really sell. Not just a single magnetized spot, but a "million" permanently-magnetized particles sealed in the Vinyl gasket all around 3 sides of the door. As the door closes, the entire gasket grips the cabinet to form a complete seal that "locks" cold in and heat out as never before. Yet, the door opens with just a slight outside pull or inside push. Other wanted features include adjustable glideout shelf, custom built-in look, flush-hinge door, Tite-Seal\* construction, built-in can dispenser plus much more!

A complete line of upright and chest freezers in sizes to satisfy every family need.



FS-17\



See your RCA WHIRLPOOL distributor now about . . .

# PICNIC of VALUES

Summer-time sales-maker

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# **New Products**



Northern vaporizer humidifier

# Northern Vaporizers and Sterilizers

Northern introduces a line of vaporizers and sterilizers, and bottle warmers. Vaporizers feature 3speeds plus nite lights on 2 deluxe models, 11/2 and 1-gal models, to diffuse light softly around immediate area of vaporizer permitting adjustment of unit during night in dark room; stainless steel electrodes in all models; Deluxe plastic 1½ gal. model 125, has green glass container; No. 123 and 125 feature high-heat resistance and smooth finish; all have medicant tray designed for peak efficiency and easy of cleaning. No. 121 has 1/2 gal. capacity and operates for 4 to 6 hrs.; No. 122, 1-gal operates for 8 hrs.; No. 123 1-gal operates for 8-to-10 hrs.; No. 125, 11/2-gal. operates from 12 to 16 hrs.



Northern deluxe bottle sterilizer

Sterilizers No. 78 and 76. No. 78 automatic has 9 bottle capacity; blue and white color combination; bottle rack plated to prevent corrosion; accessory tray for nipples and other tools; inner plastic knob on cover over bottle rack; jeweled pilot light; stainless steel electrodes. No. 76, 6 bottle capacity with nipple jar; same outer shell as deluxe model with exception of outer lid; black and white color combination.

Bottle warmers in break resistant plastic; double wall construction; white cordset with molded plug. Northern Electric Co., 5224 N. Kedzie Ave., Chicago 25, Ill.

# RCA Whirlpool WITH QUICK-CHILLING JET-COLD SHELF

Here's a tremendous sales closer, and best of all it's yours exclusively in an RCA WHIRLPOOL. This amazing Jet-Cold\* Shelf speeds chilling cold to and through food and beverages three ways at once . . . by air, by contact, even by radiation. Now you can sell your prospects the benefits of crispier salads, firmer desserts and gelatins, and cooler, refreshing beverages. Also, the unique cold air ducts between the solid top and bottom of shelf provide better air circulation and maintain a balanced cold throughout. It truly gives you more to tell, more to sell!



FI-13TCM



Activated-Cold Air Purifying System . . . Active-Cold Meat Chest ... Million-Magnet\* door ... flat-back design and much more!

Call your RCA WHIRLPOOL distributor for the complete profitable story!

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Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

NO ELECTRIC RANGE SAYS VALUE FASTER THAN AN...

# A Whirlpool WITH BUILT-IN FOOD GUIDE



Here's an exclusive selling feature that gives prospects more convenience than ever . . . and they like it! It's so easy and effective to demonstrate. Just flick the dial to one of the many indicated foods . . . this amazing Food Guide automatically selects the correct time and temperature for perfect results in roasting, baking, broiling or surface cooking. But that's not all! This range has infinite-heat selection on all surface units, exclusive Bar-B-Kewer®, automatic Ka-Bob\*, automatic Roto-Baste\*, Meat Probe, thermostatically-controlled griddle, "2-Set" automatic clock plus many other convincing, convenience features!



E-378

# GREATEST PROMOTION GOING

See your RCA WHIRLPOOL distributor now about..



Summer-time sales-maker

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan

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# **New Products**



## Silex Salad Maker

Features of this electric salad maker include easily interchangeable blades that slice, shred, chop or grate fruits, vegetables, bread, cheese, nuts, or ice; 115 volts, 125 watts, 60 cycle, a.c. only.

Price, \$29.95. The Silex Co., 6333 W. 65th St., Chicago 38, Ill.



meyer mixer SM-6-CH

# **Dormeyer Mixers**

Dormeyer's mixer line includes 4 stand and 1 portable; featured are SM-4-CH and SM-6-CH with automatic electric can opener attachment. SM-4-CH, "Silver Star" in chrome with stainless steel bowls, food grinder attachment; built-in power reduction unit; magic mix arm; automatic beater release. SM-6CH "Princess" has all above features with 2 opal glass bowls.



Portable HM-4, features detachable cord; 3 speeds, lo-med-hi; mixing guide under handle; instant beater release: heel rest so beater can drain into bowl; hangs on wall; comes in white, pink, yellow, turquoise or chrome. Dormeyer Corp., Kingsbury & Huron Sts., Chicago,

NO CLEANER SAYS VALUE FASTER THAN AN...

# WITH BEST OF BOTH" CLEANING POWER

You can offer your prospects more value, performance and sleek beauty than ever before with this brand-new RCA WHIRLPOOL home cleaning system. Here's a canister-type cleaner with an electric motor-driven brush to combine the mighty suction power of a canister with the rug cleaning power of an upright. A quick demonstration shows your prospects they get "the best of both" in this cleaner that puts "muscles" into a stream of air to do the most effective cleaning job of any cleaner on the market today.

Most important! The RCA WHIRLPOOL is priced for big volume sales. Get your share of this profitable business.

SUCTION POWER plus MOTOR-DRIVEN. BRUSH POWER



**Plus...** Low and sleek it goes under low furniture inaccessible to an upright . . . stands on end for cleaning stairs . . . totes its attachments in concealed storage compartment . . . super-size disposable bag holds more dirt, can be changed in seconds . . . has convenient flip-open port for use of blower attachments for demothing or spraying.

Call your RCA WHIRLPOOL distributor for the complete profitable story!

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan





Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cler

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

the of trademarks and RCA authorised by trademark owner Radio Corporation of America

# WITH AUTOMATIC KA-BOB



The greatest flavor-selling story in ranges today, and only an RCA WHIRLPOOL has it! The Ka-Bob\* brings flavorsome outdoor cooking indoors! Five separate spits revolve individually as the rotisserie turns, to cook the most delicious taste treats ever.

It's a great sales closer; but just one of the many value features in this profitable gas range, like; Bar-B-Kewer® oven, automatic Rotisserie, thermostatic burner, "2-Set" automatic clock, Dispos-A-Bowls\* plus many more cooking advantages.

(A complete line of 40", 36" and 30" models)





See your RCA WHIRLPOOL distributor now about . . .

# PICNIC of VALUES

Summer-time sales-maker

RCA WHIRLPOOL . . . America's first family of gas appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of tradomerks and RCA authorized by trademark owner Radia Corporation of America

# **New Products**



Westinghouse can opener, CO-19

# Westinghouse Housewares

Automatic can opener, CO-19, opens all types and size cans; can is pierced, turned and stopped automatically; portable; can be used at table, counter, range top, or mounted on wall with special mount provided; magnetic lid holder; high-impact plastic case; chrome face plate; permanently lubricated motor; 115 volts, 90 watts, a.c. only; tool steel cutter blade; 6-ft. cord permanently attached.



Westinghouse Coffeemaker P-19

Coffeemaker P-19, of stainless steel features a removable automatic control Unitherm bi-metal thermostat that regulates strength of coffee; completely immersible; 4-to-12 cup capacity; markings for 4, 6, 8, 10 and 12 cups on inside of body on handle side; 750-watt, Corox-type perking element and 55-watt ceramic warming element; perforated aluminum basket; aluminum valve and pump assembly; heat-resistant glass bubbler; black phenolic plastic handle and base.

Deluxe roaster-oven roasts, bakes, cooks complete meals automatically; 2-sq. ft. cooking area; in reinforced steel body with baked-on enamel finish; polished aluminum lid; Bakelite handle; nickel-plated lifting rack; 1320-watt element; Fiberglas insulation; bimetallic-type thermostat, big dial heat control; signal lights when current is on; porcelain inset pan; accessories available include 5-piece ovenware dish set; infrared broiler-grid; cabinet on casters; timer clock.

Price, can opener, \$24.95. Westinghouse Electric Corp., 40 Wall St., New York 5, N. Y.

NO GAS REFRIGERATOR SAYS VALUE FASTER THAN AN...

# WITH AUTOMATIC ICE MAKER





Surveys show your prospects want the convenience of exclusive ICEMAGIC® that makes and stores ice cubes automatically! Now, there's always plenty of ice ready for instant use, equal to 10 big trays-full, and without the muss and bother of filling and spilling trays. ICEMAGIC replaces every cube used . . . it even "dries" cubes before they drop into the handy storage bin, to help prevent them from sticking together. And, most important to you, ICEMAGIC has been tested and proved for over six years. The service is nil . . . but not the profit! It makes "money" in addition to ice!

**Plus...** quiet, vibration-free operation ... 10-year guarantee ... constant cold, no on-off fluctuations ... glide-out shelves ... tilt-out door compartments and more!

Call your RCA WHIRLPOOL distributor for the complete profitable story!

RCA WHIRLPOOL . . . America's first family of gas appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Dryers • Washer-Dryer Combination • Refrigerators Ranges • Built-in Ovens & Surface Units • Kitchen Cab

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks feet and RCA authorized by frademark owner Radio Corporation all America

# HERE ARE 10 PROFIT-MAKING

WAYS YOU CAN CASH IN ON

# Merchandising's Wash and Wear Chart

A colorful, 30 x 40 inch, wall chart on how to launder Wash and Wear fabrics was offered to dealers in the May issue of ELECTRICAL MERCHANDISING. Hundreds of dealers who responded have found the chart a sales-making display. It's a traffic-stopper . . . an interest builder. When you show housewives how to launder Wash and Wear fabrics, you'll prove to many of them that their present equipment is inadequate.

Now this chart is available in mailer size!

Here's 10 ways you can use it:

- 1. Mail it. Wash and Wear is news! Include a promotional letter, line folders, etc.
- 2. Give it away at shows, fairs, exhibits.
- 3. Distribute copies at home in classes, at women's clubs, church or social functions.
- 4. Tape copies to washers and dryers on display.
- Give copies away at your own Wash and Wear demonstration party.
- 6. Put a copy in each washer or dryer delivered.
- 7. Have servicemen leave a copy after each call.
- Re-sell old customers. It's a door-opener for call-backs by your salesmen.
- 9. Offer it in your ads to build traffic.
- 10. Keep customers "live." Mail it to recent washer or dryer purchasers.

Cost to you? Just \$35.00 for the first 100 charts, \$20.00 for each 100 after the first. They are a convenient  $8\frac{1}{2} \times 11$  inch size, same as your stationery. Need 'em in quantity? (500 or more) Write for special reduced-quantity prices!

If you missed the boat on the  $30 \times 40$  chart, they are still available. Send \$1 for each one you need. Use the coupon below.

My Name  Street  City Zone State	re		
City Zone State			
NUMBER WALL CHARTS WANTED		Zone	State

# new products



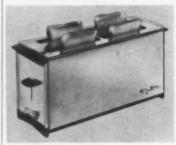
G-E Hair Dryer HD-1

# **G-E Hair Dryer**

A home hair dryer featuring a quiet blower and adjustable, handwashable, bonnet is introduced by General-Electric.

Styled in pink and ivory, the hair dryer, HD-1, provides 3 heat settings plus a "cool" setting; has an adjustable vinyl strap for carrying; bonnet features a stand-away insert ring to hold it away from hair and a reach-in drawstring to facilitate checking hair drying.

Price, \$29.95. General Electric Co., Housewares and Radio Receiver Div., Bridgeport 2, Conn.



Mary Proctor "Foursome

# Mary Proctor Toaster

A 4-slice toaster announced by Proctor, the "Foursome" No 20500, gives choice of 1, 2, 3 or 4 slices at once; modern design includes 24-k. gold finished end panels with ebony handles and chrome; "Select-ronic" color guide assures automatic toasting time and correct shade with any kind of bread, even frozen; also reheats cold toast without changing color. Proctor Electric Co., 3 St. and Hunting Park Ave., Philadelphia 40, Pa.



Fan-Glo Heetaire 180T and 181T

# Fan Glo Heetaire

A new portable Fan-Glo Heetaire featuring "Instant Heat" and a modern look is introduced by Markel and LaSalle.

Available in 1320 or 1650 watts (Nos. 180T and 181T); grey finish with chalk-white; red-glowing elements produce heat instantly; thermostat automatically maintains temperature selected from 45 to 85-degs. F.

Other 1959 portables include a baseboard Heetaire; the DeLuxe, the Automatic and the 3-heat Fan-Glo Heetaires; Thriftee models and 2 heavy duty 240-volt models.

Price, \$19.95. Markel Electric Products Inc., and LaSalle Products, Inc., Buffalo, N. Y.



K-M Can Opener-Knife Sharpener

## Knapp Monarch Housewares

Six new electric housewares are announced by Knapp-Monarch:

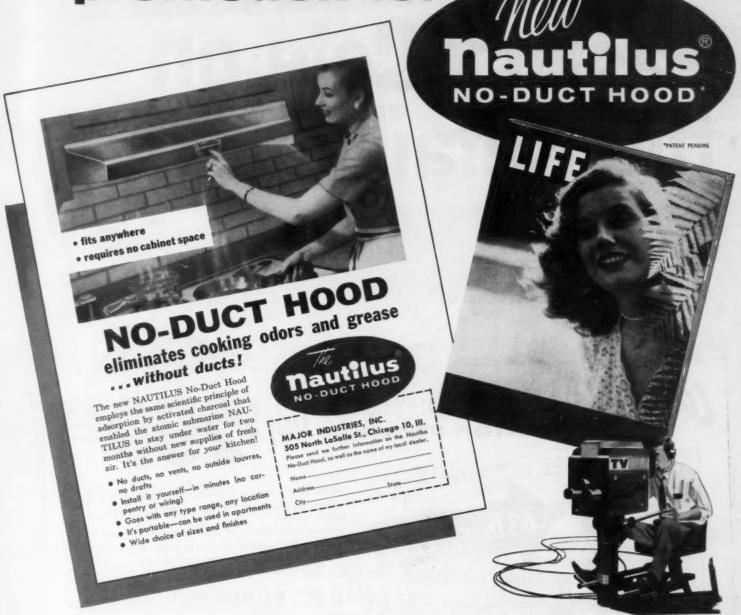
announced by Knapp-Monarch:
Redi-Matic can-opener and knifesharpener combination, automatically opens cans or sharpens
knives; locks can into place with
touch of push-button and sharpens
knives to keen edge by pressing
button; has 2 grooves—one for each
side of blade; counter-top design;
white body with gold-front panel;
115 volts, a.c. only.



K-M Redi-Oven

Portable Redi-Oven features extra-large capacity for complete meal cooking; bake-a-matic timer; automatic controlled heat; takes pies up to 8-in. diam.; holds from 1 to 3 TV dinners; "Dial-a-recipe" control dial; with temperatures from 200 to 500 degs. F; when signal light goes out oven is ready to bake; chrome finish; cool handles and plastic feet; 1150 watts; 115 volts, a.c.

K-M automatic pop-up toaster, No. 22-510, has sliding action color control panel; radiant-glow elements; sliding action toast carriage lowers bread with finger-rest conCash in on this national promotion for



These potent sales aids will help you cash in on big demand for the Nautilus Hood!

- \* Dramatic Floor Demonstrator!
- \* Colorful Window Display-Counter Card!
- ★ Illustrated Envelope Stuffers!
- ★ Full-Color Catalog Sheets!
- ★ Hard-Hitting Newspaper Ad Mats!

fill in this coupon for the full profit story!

Now, thanks to the fabulous new Nautilus No-Duct Hood, every homemaker can enjoy an odor-and-grease-free kitchen... without the trouble and cost of duct type installations!

Millions of homemakers will see the Nautilus No-Duct Hood advertised in Life... on the popular new "Across the Board" ABC TV network show . . . and publicized in leading consumer magazines!

See our display at Steinmetz & Kelly, Suite 1422, Merchandise Mart, Chicago.

MAJOR	INDUSTRIES, INC.
	St., Chicago 10, III.
PLEASE RUSH ME	FULL INFORMATION ON THE FABULOUS NEW NAUTILUS NO-DUCT HOOD
Name	
Position	
Firm	
Address	1 -
	Your Sinte

NORGE the quality line-

# Easiest Sale on the Retail Floor!

Realistic Pricing Says So..



- Shelves swing out for instant selection of food!
- Shelves adjust up or down to make room for taller items!
- Easiest cleaning ever, with shelves swung out
- Bold new "built-in" styling to flatter any kitchen

Look! A 15% NORGE Refrigerator-Freezer Priced to Compete with Ordinary 13's!



63 lb. FREEZER

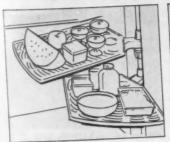
Popular upside-down arrangement with handy refrigerator above; gigantic 162 lb. freezer below. Plus:

- Slide-out shelves
- Automatic defrost
- Dairy Keeper
- Egg Nest
- Roll-out freezer baskets
- · Bold new "built-in" look

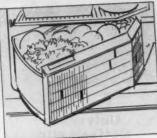
Model CB-915

# Feature's Say So...

# ONLY NORGE GIVES YOU ALL THESE REFRIGERATOR FIRSTS!



SHELVES SWING OUT! A flick of the finger brings all food out into full view!



vegetables!



instant access to 29 lbs. of fruit, LOADED! You just turn a knob crisper...for step-saving tray to raise or lower.



CRISPER SWINGS OUT! Gives SHELVES ADJUST FULLY SHELVES LIFT OFF! So does

# Sizzling Step-Ups Say So...

# NORGE IS PRIMED FOR EASY MOVEMENT FROM MODEL TO MODEL!



Model CA-911

II CU. NORGE

REFRIGERATOR-FREEZER

with Automatic Defrost

13 CH: NORGE

Swing 'n Serve REFRIGERATOR-FREEZER



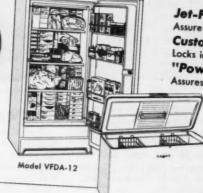
다. NORGE

Swing 'n Serve REFRIGERATOR-FREEZER

# **NORGE Offers Fabulous Freezer Values** in Both Chest and Upright Models!

Value-Packed Freezers Say So ...

> **Lowest Operating** Cost Per Cu. Ft. of Any Freezer



Jet-Freeze Shelves

Assure more uniform distribution of cold!

**Custom-Formed Insulation** 

Locks in true-zero degree temperature! "Power King" Compressor

Assures thrifty, dependable operation!

- Handy Removable Food Baskets
- New auto-type lock
- Counterbalanced lid
- Smart Color Styling

Model CF-16



natic and Wringer Washers • Washer-Dryer Combinations •

E Creative Engineering for Sales!

# new products

K-M continued

trol knob and toast automatically pops-up when selected shade is reached; slim-line design; heats frozen waffles; removable crumb tray; 7 in. high, 10½ in. long; 1000 watts. a.c. only.

Insta-Heat heater, No. 16-515, has a quiet, 4-blade fan; radiant heat element with ribbed aluminum heat reflector; thermostatic temperature control to automatically maintain selected temperatures; manually adjustable control knob on front has full range of heating temperatures from lo-to hi; baked enamel Buckskin body; 1320 watts.

K-M fin-radiation heater, No. 16-520A, heats an entire room while heater itself remains only moderately warm to touch; slim-line construction; 4-bladed fan; automatic thermostat temperature control panel; flick-switch changes wattages from 1650 to 1320; 1650 watts; a.c. only; 18¼ x 22 x 5½ in.

K-M fin-radiation humidifier-heater, No. 16-525, circulates clean, odorless heated air combined with humidifier large aluminum container holds 2-qts. water; multiple opening guard on heater top is easily removed for refill; automatic thermostat temperature control panel on heater; flick-switch wattage changer ranges from 1650 to 1320 watts; slimline construction.

Prices, Redi-matic, \$29.95; Redi-Oven, \$34.95; Toaster, \$18.95; Heaters from \$18.95 for Insta-heat to \$59.95 for Fin-Radiation humidifier-heater. Knapp-Monarch Co., Bent and Potomac Sts., St. Louis, 16, Mo.



G-E "Cue-ette"

## G-E Clocks

Four new clocks are announced by G-E-Telechron: "Cue-ette," "Dutch Treat," "Golden Times," and "Festival."

"Cue-ette," miniature is available in 3 models: standard dial, luminous and illuminated dial; standard and illuminated models comes in antique white case with brown hands and numerals on white dial; luminous model has dark brown dial in antique white.

"Golden Times" wall clock radiates brass plated tines in precision lengths from an oval dial to give a starburst effect; black dial with



G-E "Dutch Treat" clock

brass hands, numerals, and bezels.
"Dutch Treat" wall clock in
Pennsylvania Dutch motif; circular
metal case in black, white, copper
with black hands and numerals on
white dial; also copper color.

Festival", wall clock in metal case with copper look and decorated with folk art design for kitchen, bathroom or recreation room.

Prices, from \$4.98 for "Cue-ette" to \$29.95 for "Golden Times." General-Electric-Telechron, Ashland, Mass.



Radiant Queen broiler

# Radiant Queen Broiler

This new type broiler broils, and cooks meats, fish, poultry on radiant heat principle; has a heatproducing element composed of a sheet of quartz 5/16 in. thick; above the quartz sheet an electric coil is sandwiched between the quartz and a special asbestos sheet in which coil is imbedded; coil becomes hot when current passes through and heat is radiated by quartz: frozen foods may be heated and cooked without prior defrosting. Consumes 1450 watts; plugs into a.c. or d.c. outlet; cooking tray with perforated drip pan in it has removable handle; adjustable rack; tray of food can be elevated until food is within fraction of an inch of the quartz self-cleaning element.

Standard model P-100 is 12½ in. high, 16 in. wide, 10½ in. deep; consumes 1450 watts; chrome over steel finish; aluminum pans; weighs 19 lbs.

Rotisserie model PR-100, consumes 1480 watts, a.c. only, weighs 24 lbs.

Price, P-100, \$59.95; P-R-100, \$89.95. Radiant Queen Corp., Pompton Lakes, N. J.



Universal Coffeematic

## Universal Coffeematic

Universal announces a new never-mar, easy-cleaning stainless steel coffeemaker in a slenderized urn shape; new handle shape for easy pouring; in addition to flavor selector features include Redi-lite signal; Heat sentinel that keeps coffee at drinking temperature until served; non-drip spout; cold-water pump; larger size basket and tube for faster coffee making.



In addition a new Universal coffeeminder is available to automatically start coffee brewing at any hour; this simplified timing device may be set at bedtime for early morning activation.

Price, Coffeematic, \$32.95; Coffeeminder, \$9.95. Landers, Frary & Clark, New Britain, Conn.



Thermo Tray food warmer

## Thermo Tray

New in the Thermo Tray line of food warmers is a lightweight anodized aluminum model in a modified oval shape with embossed surface design simulating heat waves; curved walnut handles serve as base, lifting heating surface off table and providing a "free-floating" design effect; weighs 1½ lbs; lined with polyurethane foam, keeps hot foods hot without additional cooking; comes in size 23x12

in. only; in a choice Coppertone, gold or silver finish.

Price, \$16.95. Cornwall Corp., 48 Wareham St., Boston 18, Mass.



Le Chef toaster-broiler No. 2500

## Le Chef Toaster-Broiler

This compact, portable cooking unit has a griddle in the middle; suitable for TV dinners; pizza; steak, hamburgers, sandwiches, rolls, bacon and eggs; stainless steel grill; chrome inside and out; temperature control; pop-up toaster; timer; 1450 watts, a.c.

Price, \$24.95. Jack Keefe Mfg. Co., 2204 S. Hanley Rd., St. Louis, Missouri



Arvin heater No. 5918

# Arvin Heaters

New sheer styling, new grill designs, curved fronts and control panels highlight the 7 new heaters in Arvin's 1959 110-volt line. Also announced are a bathroom radiant heater and 2 fan-forced model.

Deluxe model 5939 in combination fan-forced and radiant design has pushbutton selection of 3 heats: 1000, 1320 or 1650; elements are insulated with Vycor glass tubing for break-proof safety; toe-switch thermostat controls temperature automatically; pilot light glows when heater is on; safety-switch turns heater off if overturned; directional-curve reflector focuses radiant heat; fan circulates 81 cfm warm air; 17 in. high and wide, 9in. deep; beige finish, brown trim.

No. 5934 dual-heat unit for 1320 or 1650 watts has automatic thermostat, fan that circulates 81 cfm warm air; range-type elements; toe-touch and safeguard switch and pilot light; bronze and chrome.

No. 5929 has 2 parabolic reflec-Continued on page 144 AUTUMN BIRCH HONEYWOOD SANDALWOOD FRUITWOOD

Now sell wood style Youngstown Kitchens from 1 display! LESS SPACE REQUIRED...



New WOODCHARM line features snap-on door and drawer fronts on America's best-made cabinets Offer your customers the full range of Youngstown Kitchens wood styles • 4 beautifully grained wood styles (2 natural woods-2 mar-proof laminates). Spring pin hinge allows door change in seconds • Doors on basic steel cabinets snap on • Drawers and sink fronts install with ease. Entire kitchen installs quicker, easier • You make sales faster from wide range of wood styles • Home installation is fast, saves labor cost.



American-Standard, Youngstown Kitchen	- Div
Dealer Dept. EM79, Warren, Ohio.	s Div.,
Please send me full details on your new" "Qualified Dealer Service."	Woodcharm" line and information on
NAME	
ADDRESS	
CITY	STATE

# Again in 1959...THE BIG



A complete line to answer all your customers' needs!



New! King-Size Kingston. The only kingsize automatic blanket with dependable General Electric Sleep-Guard®! With Dual Comfort-Selectors; six colors. \$79.95\*



Model A-2. Custom-tailored corners. For twin beds or double beds, single or dual controls. Dependable General Electric Sleep-Guard. Six colors. From \$28.95\*



Model A-3. The regular automatic blanket with dependable General Electric Sleep-Guard. For twin beds or double beds, single or dual controls. 3 colors. \$24.95\*

NEWS: Two-year warranty on all General Electric Blankets.

\*Manufacturer's suggested list price.



An increased national advertising program\_now in 9 consumer magazines!



Full-page, full-color ads in Reader's Digest, Good Housekeeping, McCall's, Holiday, Farm Journal (Southern Edition), Saturday Evening Post, Redbook, Sunset,

Surburbia Today. Plus Christmas gift advertising in Life, This Week, Parade and a long list of other top magazines. Biggest advertising schedule in the industry!

# NEWS in automatic blankets comes from General Electric!

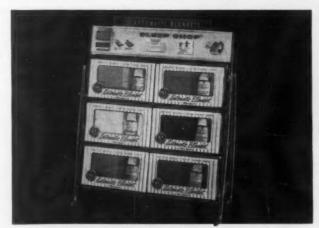


New "SHOWPIECE" displays to highlight your in-store-promotions!



New "Triple-Threat" Space-Saver Display. A low-cost permanent display that can be used three ways. Singly, 62" high, 24" wide, 17" deep. Double, back-to-back, 62" high, 24" wide, 34" deep. Double, side-by-

side, 62" high, 50" wide, 17" deep. Single unit displays 3 blankets, stores 2. Double units display and store twice as much. Full-color metal header with mounted blanket swatches. Use the display any way you like!



New Deluxe Sleep Shop. Danish modern design in walnut-colored maple. 62" high, 54" wide, 27" deep. Illuminated, full-color header with blanket swatches. Displays 12 blankets, stores 4. On roller wheels.



New Counter Display. A compact display with built-in "rumble seat" compartment for your selling aids. Easy-to-set-up, black wrought-iron stand. Attractive 3-color metal header. Use it anywhere in your store!

Stock up now on the complete line of General Electric Automatic Blankets! See your distributor for details!

Automatic Blanket and Fan Department, General Electric Company, Bridgeport 2, Connecticut

Progress Is Our Most Important Product



# Sell the line that outsells all others



# **New Products**

Arvin (con't

tors for directional radiance; a combination unit, it provides fanforced warmth; single wattage setting of 1650; fast heating elements produce warm red glow in seconds; has automatic thermostat, safeguard and toe switch; turquoise with white trim and chrome nickel grille.

Instant "ribbon" heat is provided by No. 5918 a combination radiant and fan-forced unit with broad are reflector; operates at 1320 watts; fan circulates 52 cfm warm air; "ribbon" unit glows instantly; thermostat control on top and safeguard switch; bronze with brass grille; 12 x 12 x 6% in.

No. 5916, lowest priced thermostatically controlled unit, circulates warm air at rate of 80 cfm; 1320 watts; hand hold at rear for portability; Williamsburg blue enamel with white trim.

Nos. 5914 and 5912, fan-forced units have curved front design for safety in case of tipping; deliver 80 cum warm air; No. 5914 has onoff switch on top; No. 5912 goes into operation when cord is plugged in; both operate on 1320 watts.

Glass panel automatic heater No. 5854 radiates infra-red rays that warm a person rather than air; no moving parts; silent; temperature thermostatically controlled; red signal glows when 1650-watt unit is operating.

Also continued in line with new colors and styling are combination radiant and fan-forced models 5819-1 and 5824-1 and radiant only model 5800.

All 110 volt heaters operate on 60 cycle a.c. only and develop 45000 Btus at 1320 watts and 5600 Btus at 1650 Watts.

Price, from \$12.95 for No. 5912 to \$54.95 for glass panel heater. Arvin Industries, Inc., Columbus, Ind.



Munsey Toast-and-Broil

# Munsey Toaster-Broiler

Munsey toaster-broiler is large enough for 6 slices of toast, 6 buns or 8 hamburgers; 10x15 in.; 900 watts; 115-20 volts; cool handles; non skid legs; removable cord.

Price, \$9.95. Munsey Products Inc., Box 302, Little Rock, Arkansas.

# Whatever you sell, you'll STEELMARK SELL MORE WITH

The STEELMARK is a bright new selling symbol created by United States Steel to identify products made of steel. It is the focal point of a major national promotion that is creating an ever-increasing awareness of and preference for products made of steel. Consumers are learning that steel products help lighten their work . . . brighten their leisure . . . widen their world. They'll be looking for the STEELMARK when they shop in your store . . . make sure it's in sight.

963 million consumer advertising impressions a year—an average of 80 million every month—are building STEELMARK'S sales impact for you!

In LIFE,
In THE SATURDAY EVENING POST,
On the U. S. STEEL HOUR,
On Daytime TV

### FREE SELLING KIT!

Your free STEELMARK Tie-In Display Kit—including easy-to-assemble mobile adaptable to any type outlet, tags and labels, "How to Sell" booklet and Sales Plan Folder—is ready for you now. No matter what your type of retail outlet . . . what types of steel products or what brands you sell . . . these selling tools are bound to boost profits for you. Contact your local newspapers, too, for ready-to-use ad mats that let you incorporate the STEELMARK in your own local advertising.



HARDWARE STORES







USS United States Steel

STEELMARK PROGRAM

Room 6025 United States Steel Pittsburgh 30, Pa.

Please send me my FREE STEELMARK Display Kit. I would like to put these U. S. Steel selling aids to work for me.

City	Zone	_State	
Address			
Firm			
Name			

Admiral









Rangaure

BERNS AIR KING CORPORATION

Magic Chef

THEY CARE ABOUT

KOHLER OF KOHLER



FRIGIDAIRE

Westinghouse





suburban

WIREMOLD



Chambers Builtins

BAR-BROOK

ELECTROMODE



MINDINANCER

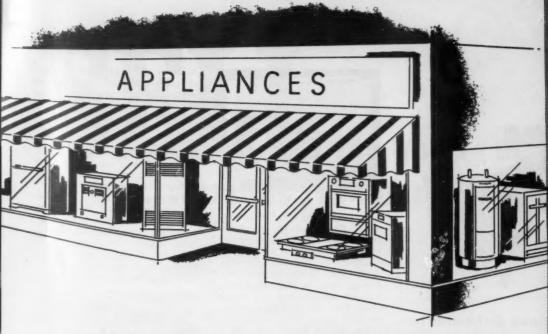
PHIL RICH FAN MEG. CO.

Whirlpool

TENNESSEE STOVE WORKS

Hotpoint

Electronics Inc.



### YOUR BUSINESS

and your builder customers

That's why these advertisers use PRACTICAL BUILDER to help you sell more!

As a dealer in their products, you are very important to these appliance manufacturers. They go to trouble and expense to help keep your profits rolling in, because the more you sell...the more they sell.

They advertise in PRACTICAL BUILDER because the builder is important to them, too. According to a Bureau of Building Marketing Research study, builders will include in 1959 new homes 455,000 range and oven units, 377,000 dishwashers, 585,000 garbage disposers, 208,000 automatic washers, 130,000 clothes dryers and dozens of other products.\* Builders are a strong influence in the selection of appliances and other modern conveniences used in home modernizing and remodeling also.

Practical builder reaches more builder buying power than any other magazine. The advertising the manufacturers, whom we salute here, place in PB will work best for you if you push the products they are helping you sell!

### **Practical Builder**

The only magazine edited exclusively for builders

5 South Wabash Avenue, Chicago 3, Illinois

Offices in New York, Cleveland, Miami, San Francisco, Portland and Los Angeles



\*Write for "Panel Report : 1" Bureau of Building Marketing Research, c/o PRACTICAL BUILDER

MT. VERNON FURNACE & MFG. CO.



MitchenAid

H-P PRODUCTS, INC.



TOUCH-PLATE

AIR CONDITIONING CORP.

TAPPAN

TRADE-WIND

GENERAL @ ELECTRIC

CHROMALOX

The KIRLIN CO.

# new products



Dominion immersible coffeemaker No. 1608

Amana Dehumidifier

### Dominion Coffeemaker

An immersible, automatic 4-to-10 cup coffeemaker, No. 1608, has been added to the Dominion line.

Hermetically-sealed unit permits coffeemaker to be washed under water or placed in dishwasher; designed for brewing regular or instant coffee; fast-acting, cold water pump; indicator jewel lights when coffee is ready and continues to glow while coffee is kept hot; no-drip, easy-pour spout, graduated cup markings; detachable cord.

Price, \$19.95. Dominion Electric Corp., Mansfield, Ohio



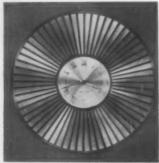
Acme "Debonair" packaged kitchen

### Acme Kitchen Unit

Acme National announces a 5in-1 "packaged kitchen" which includes a 2-burner "Hide-A-Way' range (2-110 volt surface units) a snack bar up front; spacious storage cabinet with 8 inner door shelves and room for bottled goods and glasses; a full size sink; large formica table top server; and a 51/2 cu. ft. refrigerator which has 2 inner door shelves; a 25 lb. horizontal freezing compartment holding up to 9 ice cube trays; automatic light illuminates interior when door is open; available in black satin, walnut, mahogany or blonde finishes; overall dimensions 39 in. wide, 24 in. deep and 42 in. high. Acme-National Refrigeration Co., Inc., 19-26 Hazen St., Astoria, 5,

### **Amana Dehumidifier**

Amana has put its 1959 dehumidifier on wheels and added a handle for moving from room-toroom; also features an optional "humidistat"; removes up to 4-gal. moisture a day; 1/2 h.p. compressor; 2 rows of copper evaporator coils give increased performance-moist air is guided over coils by 2 interior air directors: a water pan on tracks has also been added for easy emptying; a fitting is provided on which hose can be attached for emptying directly into drain; tan finish. Amana Refrigeration, Inc., Amana Iowa.



Westclox Parliament

### **Westclox Clocks**

Six new clocks are introduced by Westclox: "Colt" an electric alarm in modern, sand beige plastic case; sweep second hand; 3¼ in. high; No. 804 with plain dial or No. 804L, with luminous dial.

"No. 707" alarm in solid mahogany case of contemporary design; spun brass finish dial; luminous hands; sweep second hand; brass bezel and trim; shatterproof crystal; 4% in. high.

"Award" alarm in mahogany case; classic design; silvered dial; raised gold numerals; luminous hands and hour marks; gold bezel, matching feet; sweep second hand and alarm indicator; 4% in. high.

"Parliament" wall clock; brass case; circular-brushed silverplated finish; spun silverplated dial; applied solid brass numerals; 16 in.

"Isotron" cordless clock; custom crafter brass case in modern de-



Westclox Isotron

sign; modern style hands; brushed silver dial; automatic regulation for precision timekeeping; never needs winding; silent operation on standard flashlight battery.

"Walltone" 2-way electric clock; mounts flush on wall or stands; modern plastic case with glare proof dial; easy to read from any point in room; front hand set; sweep second hand; 5 in. high; white, yellow or green.

Prices, from \$4.98 for "Colt" and "Walltone" to \$34.95 for "Isotron". Westclox Div., General Time Corp., La Salle, Ill.



Oster Vibrasage No. 213

### Oster's Fall Line

Oster announces a foot massager, 2 Osterizer Jr. models (1 double, 1 single speed) 2 massage units; and 6 Raycine hair cutting sets, for fall selling.

Foot massager No. 221 for tired aching feet, is angled for relaxed foot position; comfortable mold fits arch of foot; spherical projection in center insures proper positioning of foot for best results; gently formed heel rest prevents foot from sliding off massager; on-off-switch switch; scuff resistant Vinyl: electromagnetic motor.

Duo Massage No. 206 provides 2 massage actions—1 arm gives penetrating action, the other a vibratory action for smooth gentle massage; suitable for facial, body or scalp massage; lightweight plastic case in delicate gray; non-slip handle; Neoprene applicates; 12 watts.

Vibra Massage No. 213, for body, legs, thighs, shoulders, back or neck to relax tensions, tired muscles; also suitable for facial, or scalp massage; 2-position switch gives low and high massage intensity; ivory lightweight plastic case; Neoprene applicators; 15 watts.

Raycine hair cutting sets available in two 5-piece sets: No. 124 with top quality electric clipper; automatic clipper blade tension; heat-treated carbon steel clipper blades; powerful motor; grey plastic housing; set includes forged steel barber shears, tapered barber comb; "Butch" attachment. No. 174 5-piece, Variclip model enables you

to blend and taper hair with one clipper—adjustable; set includes clipper, "Butch" attachment; barber shears, and tapered comb.

8-piece sets include a regular clipper (No. 164) and a Vari-Clip model (No. 184). In addition to clipper, shears, comb and "Butch" attachment there are right and left tapering attachments; blending attachment for neat finish.

9-piece set No. 147 has regular top quality Raycine Deluxe clipper; pearl white plastic housing; 'additional attachments include a ½-in. "Butch" attachment, right and left tapering attachments; blending attachment and red simulated alligator leather travel case.



Oster hair cutting set

No. 153 12-piece set features pearl-white plastic housing; extra pieces in set include %-in. and ½-in. "Butch" attachments; apron with double reinforced ties, neck brush; special Racine Clipper oil.

No. 152-12-piece professional set includes a Jomco clipper; head-fitting blade slope permits tapering; neck brush, cape, clipper oil and executive travel case.

All have illustrated instruction booklet. John Oster Mfg. Co., 5055 N. Lydell Ave., Milwaukee 17, Wis.



Majestic "Economy" incinerator

### Majestic Gas Incinerator

Employs a thick, corrugated firebrick combustion chamber; afterburner principle is carried out by radiant ceramic flue liner, which when heated to glowing temperature consumes smoke and odors; tight-fitting, cast iron lid prevents smoke, heat or fumes from escaping through top charging door. Other features include built-in barometric draft control; thermi-jet burner with 35,000 Btu input; automatic timer for wet, medium and dry charge; heavy movable bottom grate; top flue opening; 1.5 bu. capacity. The Majestic Co., Inc., Huntington, Ind.

# the good cook's gas range ...famous for nearly four generations!



## sell better together

... because only Universal offers your customers the 3 "most-wanted" features in gas cooking! It's the famous brand name known and trusted for quality for 4 generations. Get the facts ... contact your Cribben & Sexton representative now!

### "Air-conditioned" Baking

Exclusive Super Oven with built-in circulation control keeps heat better balanced for perfect baking. This even heat is constantly circulated . . . no hot spots, no cold corners!

### **Smokeproof Broiling**

Melted fats and greases can't smoke or burn because the specially designed broiler grille drains away and traps them in the pan underneath. Kitchens stay cleaner longer.

### "Obedient Burner" Cooking

Each self-lighting burner obe-diently delivers the precise heat wanted, instantly. "Simmer-Save" feature permits an unlimited number of measured cooking heats.

Advertised in leading national magazines

Cribben & Sexton Company, Chicago 12, Illinois. A complete line of domestic and commercial ranges, built-in ranges, dishwashers, clothes dryers and space heaters.

# THE MACNAY WAY:

IS TODAY'S MOST PROFITABLE WAY OF DOING BUSINESS IN TV AND STEREO

# what is the Magnavox Way?

It's a way of building stereo and television instruments that are unequalled for quality, performance and value. And, it's a way of selling these instruments to give a small family of 1600 franchised dealers over \$100,000,000 annual sales—with the top 100 dealers bringing in \$100,000 to \$2,000,000 each. All at full profit. Without price cutting. Without profitless dumps. To be more specific:

THE MAGNAVOX WAY is to limit the number of dealers to each market. Less than 2% of all dealers nationally are Magnavox franchised.

THE MAGNAVOX WAY is to provide profit margins up to 20% higher than competition—and guard these margins against discounters. Only Magnavox products are fair traded.

THE MAGNAVOX WAY is to maintain list prices that are actual selling prices—yet are 20% to 50% lower than comparable models in other brands.

THE MAGNAVOX WAY is to give its dealers a prestige line that sells in volume. Actually, Magnavox outsells all other brands in many leading stores coast-to-coast.

THE MAGNAVOX WAY is to offer fine quality television as low as \$159.90, stereo as low as \$149.90—with easy step-ups all the way up the line.

THE MAGNAVOX WAY is to sell more big-profit 24<sup>nt</sup> TV models than any other brand. Magnavox has more 24<sup>nt</sup> models in its line than the entire industry combined—priced from only \$249.90. In the first quarter of 1959, 28% of all 24<sup>nt</sup> models sold were Magnavox.

THE MAGNAVOX WAY puts Magnavox stereo out front by a wide margin. Last year, 27% of all stereo consoles sold were Magnavox.

THE MAGNAVOX WAY is to give dealers the only complete line of stereo high fidelity; 7 self-contained models; 5 identically matched two-piece units; 5 TV-stereo matched combinations; the only all-inclusive TV-stereo home entertainment center; and portable stereo systems, too!

THE MAGNIFICENT Magnavox the MAGNAVOX COMPANY, FORT WAYNE 4, INDIANA

### ONLY MAGNAVOX GIVES ITS DEALERS SUCH A COMPLETE LINE TO SELL!



7 beautiful self-contained stereo models each enginered by Magnavox to give greater stereo separation than any other self-contained system. Shown—the 6-speaker Aristocrat \$199.50\*



-separated stereo units in iden-

5 Magnavox space-separated stereo units in identical cabinets—the only two-piece units identically matched in appearance and acoustics. Shown—the elegant 8-speaker Berkley \$359.50\*



Only all-inclusive stereophonic home entertainment center made. The Stereo Theatre contains 6-speaker stereo system; 24<sup>8</sup> Chromatic TV; FM/AM radio; precision changer; Diamond Pick-up \$595.00\*



13 24"\*\* TV models — more than entire industry together! Combining 24" pictures, true high fidelity sound and prices lower than most 21" sets, here are easy step-ups to bigger profits. Shown—The Broadview \$249.90\*



Most advanced Wireless Remote Tuner model Lets you do everything you can "at the set"... select channels, adjust brightness and control volume gradually (not "steps"), turn instrument on or off from anywhere in room.



10 fest-seiling 21" Magnavox medels with superb Chromatic picture, living sound and the famous Magnavox Gold Seal Warranty, television's most all-inclusive guarantee. Shown— The Imperial Cosmopolitan \$399.50\*

\*Price shown is mahogany, other prices slightly higher \*\*24" diagonal measure, 332 sq. in. picture





5 TV-stereo metched combinations. Magnavox high fidelity TV makes it simple to combine a matching phonograph for complete stereo entertainment center. Shown—The Italian Provincial: 24" TV; FM/AM radio-phonograph.



Magnificent high fidelity color television. Superb color, 3 high fidelity speakers and powerful 10-watt audio amplifier combine to bring all the excitement and musical thrills in a way only Magnavox can.

the magnificent

### Magnavox

MORE VALUE TO SELL...
MORE PROFIT PER SALE!

### new products TV and STEREO



Zenith "Plaza" D-3005R TV



Zenith "Madrid" D-2015L TV

### Zenith's 1960 TV-Stereo Lines

Over 40 basic TV models and 2 all-new stereophonic hi-fi sound systems for home record playing are announced by Zenith for 1960.

Included in the TV line are slim, remote controlled, also manually operated portables; "slenderized" consoles with full-size, 21-in. picture tube in newly-developed "space-saving" cabinets for small homes; plus a complete series of 21- and 24-in. table-top, slim console and TV-console stereophonic hi-fi combinations.

Highlighted in the TV line are 16 basic sets with Space Command "400" or "300" remote controls. These basic sets range from a "slim classic" portable to a fine-furniture Decorator group of 10 models.

With Space Command "400" remote control pressing a button on control box turns set on-or-off; adjusts sound to any of 3 volume levels; restores sound; or changes channels. With the "300" system, pressing the appropriate button on hand control turns set on-or-off; mutes sound; adjusts it to either of 2 audible levels; or changes channels... no wires or cords link control box and receiver... ultrasonic commands generated by control unit trigger responses from the set.

All 21- and 24-in. Space Command sets have "touch tuning."

All models have Super H handcrafted horizontal chassis with 20,-000 volts picture power mounted on a steel base; 11 basic models are hi-fi units with hi-fi amplifier, hi-fi speaker system and separate bass and treble controls.

A new impedance matching IF circuit stabilizer compensates for normal aging of IF tubes.

Six "slim classic" portables with cabinets less than 12-in. deep feature a new 110 deg. Sunshine picture tube; the balance have 90 deg. short neck Sunshine tubes; most models have front-mounted speaker system.

Compactly-styled 21- or 24-in. consoles come in choice of French, Italian. American provincial, Danish or American modern, traditional or Georgian designs. New "Royal Classic" look in control panel and framing around picture are also new in many sets.

### Stereo Hi-Fi

Two new stereo hi-fi systems consisting of (1) an "Extended stereo hi-fi sound" in a single cabinet; and (2) a Radial sound system of dual remote speakers for full stereo sound throughout a large room.

"Extended system" has an extended stereo range control adjustable so listener can vary stereo effect by twisting control knobs clockwise. With an automatic balance control its possible not only to obtain desired stereo-balance of both speaker systems, but to automatically retain that balance regardless of changes in volume setting or other adjustments of "extended stereo" range control.

Simplified control system make it possible to easily identify "touch" controls and easy to use; special indicator on panel moves along dial scale whenever "extended stereo" control is adjusted to "boost" or "narrow down" stereo effects.

Radial sound system is completely flexible: one of the compact speaker cabinets might be placed on an end table, bookcase or one side of room and its twin on mantel,



Zenith "Rigoletto" stereo with FM-AM radio

bookshelf or other end table at opposite side of room with both speakers angled toward center—extra pair of Radial "remotes" can also be added for over-size rooms, or-2room stereo etc; pairs of cabinets are available in fruitwood, neutral leatherette, fruitwood veneers and solds, or antique leather with tooled gold leaf trim. Each cabinet in pair encloses a 6 x 9 full range speaker; a 6 x 9 mid-range speaker and 3½ in. high frequency tweeter; or a 6 x 9 mid-range with hi-fi treble horn.

Price: TV models range from \$139.95 for 14-in. portable to \$575 for n 21-in. full door modern set with built-in Space Command "400" remote control. Zenith Radio Corp., 6001 W. Tickens Ave., Chicago 39, III.



Andrea "Manchester"

### Andrea TV

A new lowboy, 21-in. console, "Manchester" is announced by Andrea. Equipped with Andrea VR-121-3 hand-wired, horizontal chassis; full power transformer; tone control; 3 front-mounted speakers with cross-over network; stereo sound jack and switch; 110-deg. aluminized picture tube; comes in mahogany, fruitwood, ehony or rose quartz hardwoods.

Price, \$350, mahogany; \$360, all other finishes. Andrea Radio Corp., 27-01 Bridge Plaza, North; Long Island City 1, N. Y.



Trav-Ler portable TV

### Trav-Ler TV and Radio

Trav-Ler's briefcase-type portable TV set is 15 in. high, 19 in. wide and 9 in. deep; weighs 35-lbs.; comes in British tan and white, rose bronze and white Mediterranean blue and white or textured grey and white; 110 deg. short neck, wide angle aluminized, 17-in. picture tube; features a new tube "life preserver" which automatically regulates current and prolongs tube life; full range hi-fi FM sound circuit; hand-wired circuit; push-pull type on-off switch gives

set-and-forget volume control; front tuning panel; built-in "unipole" antenna, extendable and rotatable for improved reception and designed to telescope into case when not needed; optic filter glass; also comes in UHF/VHF models slightly higher.



Trav-Ler "Power-Mite transistor radio

"Power Mite" 6-transistor portable radio weighs less than 1 lb.; has superhet circuit; measures 51/2 x 31/4 x 1% in.; newly-designed 2% in. Alnico V permanent magnet speaker; built-in jack permits private listening; set incorporates built-in ferrite iron rod antenna for strong, long-range pick-up; 3-way handle serves as carrying handle, easel stand or as a support in carrying case; comes in 6 color combinations: ebony, red, ivory front and ebony back; red and ivory; ivory and red; and ebony and ivory respectively.

Price, TV set, \$199.95; "Power Mite" \$29.95 Trav-Ler Radio Corp., 571 W. Jackson Blvd., Chicago 6,



Setchell Carlson TV No. T60

### Setchell Carlson TV and Stereo Sets

Three new TV sets and 3 stereophonic combinations are announced by Setchell-Carlson.

TV sets feature full power transformer operation, Cascode tuners; short-neck 21CBP4A picture tubes, hand-wired soldered circuitry, picture-tube saver circuit, stereospeaker-input and hardwood cabinets of genuine American walnut, African mahogany, white oak and fruitwood cherry. T60 table model TV features side-mounted 6-in. extended range speaker, double-tuned I.F. stages with double-tuner tuner output; keyed AGC and noise gated Continued on page 154

THE MOST COMPLETE...

# Shetland THE MOST SALEABLE... THE MOST PROFITABLE...

### LINE OF FLOOR POLISHERS IN THE WORLD!



### VOLUME SALES \* FULL PROFITS

### to consumers because ...

- Shetland's COMPLETE line offers a Shetland for every budget, not just one take-it-or-leave-it, high priced model.
- Customers KNOW a Shetland pays for itself in 1 Using.

  One round of rug cleaning justifies their purchase and creates impulse sales.
- Shetland's completely automatic method of floor and rug care banishes weekly scrubbing and waxing, eliminates manual appliances and saves money, time and work.
- Customers buy with confidence because of long-term Shetland Guarantees, Good Housekeeping and Underwriters' approval, National Advertising and enthusiastic word-of-mouth recommendation.
- Because Shetland DOES MORE for the housewife, it is only natural that it has a greater sales appeal. EVERY Shetland, regardless of price includes a Rug Shampoo Unit AT NO EXTRA CHARGE.

### to dealers because ...

- Shetland's COMPLETE line provides automatic tradeups with only \$10.00 differential between each step.
- Shetland Model T-11 at \$29.95 is trade's biggest TRAFFIC BUILDER. Brings them in, sells them or leads them up to other Shetland models.
- Shetland's policy of selective distribution protects its dealer family against unfair and injurious practices.
- Shetland is better known! Carries more newspaper advertising than all other makes combined, plus Radio and TV, National Network Radio and TV Giveaways and National Advertising in quality magazines.
- All Shetlands are precision made, according to highest quality standards. Powerful air-cooled Universal motors with gears, no belts, never need oiling. Shetlands have the look and "feel" of high quality.

### AND . . . FOR CONTINUING SALES AND PROFITS!



### Shetland ELECTROWAX

For Power-Polishing Every Type of Floor. Enables any woman to scrub and wax just once in six months. Easy in-between buffings and touch-ups keep floors sporkling.



### Shetland VANISHING FOAM RUG SHAMPOO

Gives professional results at less than 50¢ per 9 x 12 rug. Foam vanishes, no rinsing or wipe-up necessary.

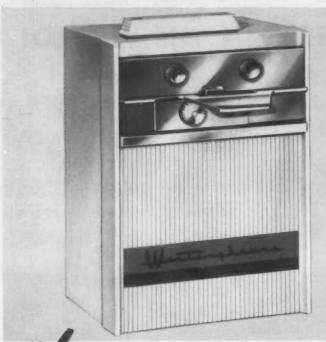


# Shetland WAX REMOVER & ALL PURPOSE CLEANER

Rids floors of old wax, dirt, spots and stains. Recommended for all painted and porcelain surfaces.

THE SHETLAND COMPANY INC., Shetland Industrial Park, Salem, Mass.

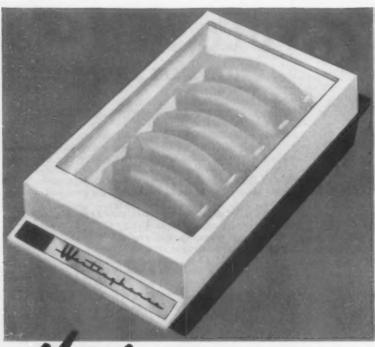
# WESTINGHOUSE ON THE MOVE...WITH 8





Opens all cans quickly, cleanly - automatically! RETAIL \$24.95

Full 12" cook 'n serving dish! RETAIL \$16.95 plus control





DOG-O-MATIC

Cooks 6 hot dogs in just 90 seconds...electrically!

RETAIL \$9.95

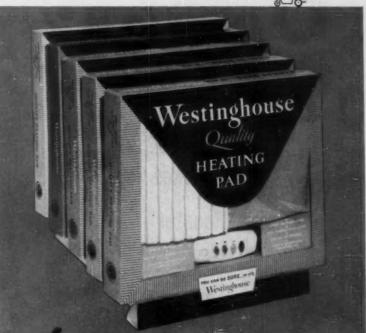
Cooks, bakes, roasts one-dish specials, complete meals! RETAIL \$37.95

# EXCITING NEW PRODUCTS IN 1959!



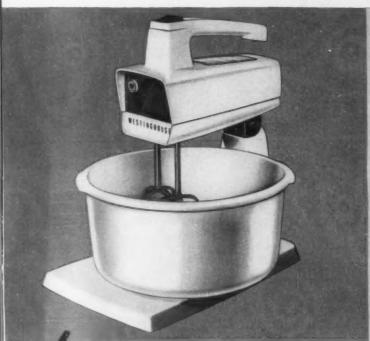


IMMERSE-A-MATIC
COFFEE MAKER
Stainless steel...holds 4 to 12 cups! RETAIL \$26.95



ELECTRIC HEATING PADS
Instant warmth...instant relief!

RETAIL from \$5.95 to \$9.95



HAND-'N-STAND MIXER

RETAIL \$27.95

New

STARTER SET GIFT CHEST

Everything for complete portable cooking...an ideal gift!

RETAIL \$59.95

SEE YOUR DISTRIBUTOR TODAY ...

eals!

YOU CAN BE SURE ... IF IT'S Westinghouse

# WESTINGHOUSE ON THE MOVE

### **Summer Picnic Basket**

with

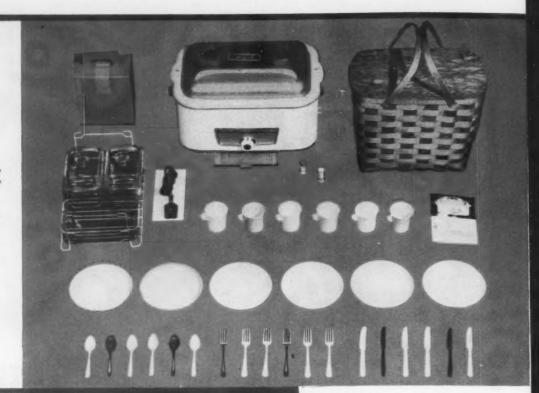
### **Westinghouse Roaster**

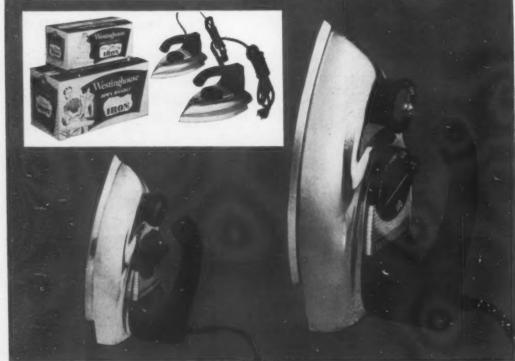
Oak-and-ash picnic basket complete with: 6 plates, 6 knives, 6 forks, 6 spoons, 6 cups, 1 salt shaker, 1 pepper shaker, carrying box: 34 pieces in all! Retail value - \$9.95

Plus Extra Bonus!

FREE ADVERTISING CERTIFICATE
...worth \$12.00. Limited offer! Through
September 30!

(Available with models RO29 and RO5411)





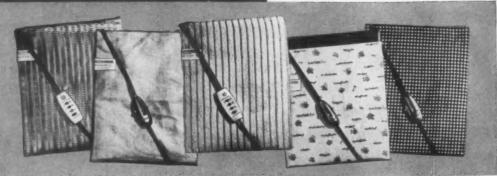
# Toy Irons

### **Regular Irons**

They actually work! Toy steam irons, toy dry irons—miniature replicas of famous Westinghouse open-handle irons. Retail value up to \$3.00! Offer good through November 30!

Special
"Baker's Dozen" Offer
Electric Heating Pads

BUY 12 ... GET ONE FREE!





# WITH 5 NEW SPECIAL OFFERS

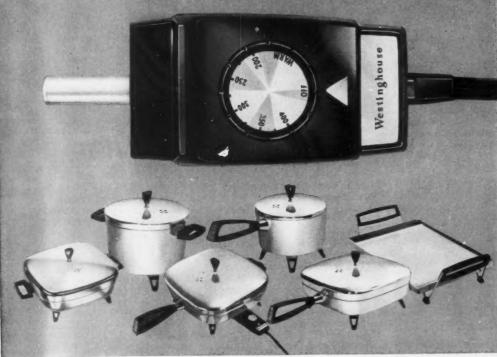
# 3 Mixing Bowls

### **Portable Mixer**

3-piece nested set of 'Fire-King' oven proof mixing bowls in individual gift box. Retails at \$1.49

Now through November 30





### 3 Automatic Immerse-A-Matic Controls

free with

### 6 Immerse-A-Matics

Fits all Westinghouse Immerse-A-Matics ... worth \$7.95 retail!

SEE YOUR DISTRIBUTOR FOR COMPLETE DETAILS...

YOU CAN BE SURE ... IF IT'S Westinghouse

### new products STEREO and RADIO

SETCHELL CARLSON Continued

sync separator, variable tone control; aluminum chassis; plug-in high voltage flyback transformer.

TV console No. 60C has 10-in. woofer; 4-in. tweeter; front-mounted hi-fi speakers; double-tuned I.F. stages with double-tuned tuner output; plus other features of T60.

TV console No. 600C has 10-in. woofer, 4-in. tweeter, front-mounted hi-fi speaker UNIT-IZED chassis with plug-in units; 3 double-tuned stages of I.F. with 4 traps and crystal detector; push-pull audio output; 2 video amplifiers; sync separator with noise gate, keyed a.g.c.; full-wave A.F.C., variable tone control; phono input; potted and sealed vertical output; audio and filter choke transformers; aluminum chassis; plug-in hi voltage flyback transformer.



Setchell Carlson stereo console RP 93 B

### Stereo Combinations

Stereo combinations feature the RP90A stereo amplifier chassis in UNIT-IZED design with instantaneous plug-in provision to add, now or later, units and accessories to make over 10 stereo phono and stereo radio combinations. All stereo console combinations and companion speaker cabinets are hardwood cabinets of genuine American walnut, African mahogany, white oak, fruitwood cherry; special 12-in. woofer and 4-in. tweeter.

Stereo combinations include a record player, an AM/FM radio; a record play-AM radio; a record player with FM radio and a record player with stereo FM/AM radio.

Monophonic combinations include a hi-fi record player; a monophonic AM radio; a Monophonic FM radio; a hi-fi record player-AM radio; and a hi-fi record player-FM radio. (The 3 record players play monophonic and stereo records).

Prices, TV model T60, \$199.95; 60C, \$259.; 600C, \$299.; stereo console RP 92, \$169; stereo lowboy RP 93, \$149.; Stereo console RP-93B, \$149.; matching stereo speakers S93 and S93B, \$78. Accessories include, RC 300, stereo automatic record changer, \$52; H-60 plug-in

AM radio tuner, \$20.; and J-60, plub-in FM radio tuner, \$29. Setchell-Carlson, Inc., New Brighton, St. Paul 12, Minn.



Packard Bell master unit RPC-3

### Packard Bell Stereo Hi-Fi

A stereo hi-fi Duet (RPC-3 and SAC-3) is announced.

Master unit, RPC-3 has a stereo Glaser Steers automatic record player with AM and FM radio; combined with matching amplifier speaker unit SAC-3, the Duet offers 120-watts stereo output; 6 dynamic speakers: 2 15-in. woofers, 2 9-in. oval midrange speakers, and 2 exponential horn tweeters; all controls mounted in new calibrated control panel in RPC-3, which also has tuning eye for radio tuning; 2 60-watt pushpull, parallel amplifiers are mounted in RPC-3 master unit, second amplifier with SAC-3.

Price, RPC-3, \$399.95 in mahogany; SAC-3, \$179.95; also available in Colonial, French provincial or Scandia modern walnut at extra cost. Packard Bell Electronics, 12333 W. Olympic Blvd., Los Angeles 64, Calif.



Emerson portable stereo hi-fi AM/FM Phonoradio No. 912

### Emerson Portable Stereo Phonoradio

Model 912 portable stereo hi-fi AM/FM PhonoradiO has an Emerson dual-channel hi-fi amplifier; 5-watt AM/FM stereo radio that receives stereo AM/FM simulcasts and separate AM or FM programs; fully automatic 4-speed "Auto-Brain" stereo record changer; 2 separate stereo hi-fi speaker systems.

Entire self-contained unit housed in scuff-resistant cabinet in 2-tone color combinations.

Price, \$168. Emerson Radio & Phono Corp., Jersey City, 2, N. J.

# Philco's 1960 Radios and "Stereo-Phones"

Included in Philco's 1960 line are 2 transistor cordless clock radios and 4 other clock radios plus 6 table radios; also a line of single cabinet stereo hi-fi featuring a new sound system called "Stereo-Phones".

Predicta transistor clock radio, T-1000, is a 6-transistor model with clock and speakers mounted on top of chassis cabinet; 2 regular flashlight batteries power radio (good up to 500 hrs.; 1 flashlight battery powers clock up to 1000 hrs.); speakers and clock tilt so that it



Philo "Predicta" transistor cordless clock

can be used on table or wall mounted; personalized nameplate suitable for inscribing name of person owning is also available; comes in ebony or white.

TC-47, clutch-purse-styled transistor clock radio has 4 transistors; operates on 4 "AA" penlite batteries of 4 "AA" mercury cells; styled in white.

Clock radio H-765, 4-tube plus rectifier clock radio with clock mounted on top of chassis has pushbutton controls for clock's functions; ivory or ebony.

Four other 1960 clock radios, highly styled in pink and black, aqua and ivory; flame, charcoal, blue and mahogany. In addition 6 table models includes H-838, a flat design in ebony or ivory and suitable for desk use.

### "Stereo Phones"

A complete line of single cabinet stereo hi-fi instruments using a new sound system for mid-range and hi-fi responses, called "Stereophones" is also announced; 7 basic models in 18 styles in furniture styling including traditonal, colonial, Danish modern, contemporary, provincial and modern.

Top model H-1916, in provincial cabinet in mahogany or provincial finish in "Mastercraft Collection" design; a "Phonorama IV with 6 separate speakers; two 12-in. woofers and 4 speakers in its 2 "stereophones", which can be played within cabinet in their storage compartments or remotely located; the amplifier has 100-watt peak output; cabinet provides 3 storage compartments: record storage; another for optional tuner and a third for "stereo-phones".

No. 1816, in Contemporary and Early American styling in 4 fin-



Philco 1814 single cabinet stereo hi-fi

ishes—provincial, walnut, blonde or mahogany; a "Mastercraft Collection" model; has an 80-watt peak output amplifier; storage space for 2 "stereo-phones" for a drop-in AM-FM tuner, and record storage.

No. H-1814, offers small cabinet with an 80-watt peak output amplifier, custom record changer, 5 speakers for true stereo hi-fi; cabinet also provides record storage space which can be used for AMFM tuner. 5 speakers include a 12-in. woofer, 2 "stereo-phones" with Philco electrostatic speakers and dynamic speakers; 3 cabinet designs in H-1814 series: Early American in shutter design; Danish Modern with elliptical design; Contemporary design in cherry, walnut or mahogany.

walnut or mahogany.

No. H-1716, has 80-watt amplifier; 5 speakers which includes 2 electrostatic speakers, 2 mid-range speakers and m 12-in. woofer—a "Stereo-Dors" model with electrostatic speakers and mid-range speakers side mounted; 2 auxiliary 5¼ in. dynamic speakers available to increase stereo sound, should be positioned outside cabinet; 2 styles provincial or traditional, and 2 finishes, provincial and mahogany.

No. 1714, "Stereo-Dors" design has 20-watt peak amplifier and 5 speakers; a 12-in. woofer, 2 electrostatic speakers and two 5¼ in. dynamic speakers available as accessories; jacks are built into model to receive them.

No. 1618, consolette "Stereo-Dors" with a 12-watt peak output amplifier, has two 8-in. woofers and two 4-in. tweeters; walnut, blonde or mahogany.

blonde or mahogany.

No. 1616, table "Stereo-Dors" with removable legs has a 12-watt amplifier; two 6-in. woofers and two 4-in. tweeters and a tuner jack; mahogany or walnut finish.

Other features of the new stereo line includes a deluxe AM-FM tuner with special control for receiving simultaneously AM and FM continued on page 162

# WESTINGHOUSE ON THE MOVE

# WITH NEW PORTABLE HEATERS

Engineered for instant warmth...instant comfort...instant sales success!





# **Westinghouse Automatic Custom Supreme**



### New Westinghouse **Automatic** Custom ...

- Wonderful Instant Glow
- Heating—fast, even heat Automatic Thermostat control heat level
- Attractive brass-finish handle and safety grill
- Safety Tipover Switch
  Double Cold-Wall Construction
- One year guarantee

### Retail \$39.95



### • Lightweight-easy to carry from room to room

- Instant warmth-fan-forced plus radiant heat
- Tip-toe, on-off control
- Exclusive Moisture Cell-adds humidity to dry, stale air
- Double Cold-Wall Construction keeps case cool-safe to touch
- Westinghouse guaranteed for one year

### Retail \$44.95

### Westinghouse **Automatic** Supreme

- Instant Glow Heating Elements
- Fan-forced radiant heat warms room quickly
- Automatic thermostat controls for maximum comfort
- Safety tipover switchDouble Cold-Wall Construction
- · Guaranteed for one full year

Retail \$29.95

FOR RED-HOT SALES be sure to stock the other Westinghouse models, too... Automatic Deluxe, Automatic Special and Bantam. Retail prices start as low as \$14.95 SEE YOUR DISTRIBUTOR TODAY! ASK ABOUT SPECIAL "150", "300" AND "500" DEALS!

YOU CAN BE SURE ... IF IT'S Westinghouse

# Straight from the shoulder facts



Selling the mower is

just the beginning of
a marriage between
you and the customer—
a relationship that
cannot survive on
broken promises

he honeymoon between the buyer and seller of gasoline powered equipment is a short one. What does your customer think of you, your service and your promises after initial customer satisfaction wears off—after he's forgotten what a good buy he made?

We at Clinton give customer-dealer relationship after the sale top priority.

That's the main reason for Clinton's comprehensive testing program. We test the equipment—we mate the engine to the machine—we make sure the engine and the equipment together perform far beyond the standards of normal use. Because of this care taken in matching engine quality and performance to the equipment being powered, you won't find the same inexpensive Clinton Engine on low cost equipment and on premium priced equipment as well. Your customer gets the quality performance and full value he pays for and has a right to expect.

Let me ask you. Wouldn't you prefer to sell equipment that has been critically tested by the engine manufacturer and given a Certificate of Approval? Wouldn't you rather sell equipment powered by engines which had been quality matched to the performance and price of that equipment?

Only Clinton offers you such a testing program. Only Clinton offers you the assurance that equipment must earn approval before it can be Clinton powered. Only Clinton truly matches the engine to the equipment.

Dou Thomas\_



### CLINTON ENGINES CORPORATION

Dept. E-3, Maquokata, Iowa

WORLD'S LARGEST MANUFACTURERS OF THE MOST COMPLETE LINE OF AIR-COOLED GASOLINE ENGINES

# New Presto Steam and Dry Iron



### Another Outstanding FIRST!

Presto does it again! First with a family of submersible appliances operating from a single removable control...First with a completely submersible electric coffeemaker...

Now, first with a Steam and Dry Iron that's fully Auto-Mated! Auto-Mated design means:

- Leak-proof, corrosion-proof water tank, formed by one-piece handle and tank
- Cooler handling. Insulated tank and handle assembly keeps heat in sole plate where it belongs
- No more metal sides that waste heat;
   pose a burn hazard
- Elimination of mechanical wear with direct gearless drive from heat control to patented thermostat
- Pinpoint temperature control that tailors amount of heat to type of fabric
- Plus glazed sole plate, button grooves, positive action on-off steam switch

MORE Profits with a brand new Dealer Incentive Program!

Order 12 Irons...Get 13th <u>FREE!</u>
Order 6 Irons...Get 7th for only \*5.50

It pays to feature, promote and sell the new Presto Steam-Dry Irons! Cash in on Presto with:

- National advertising on network TV
- Advertising in leading national magazines
- Hard-hitting point-of-sale
  material

1068 \$114

LU each

6 or more

1



21 Steam Ports

... Largest Sole Plate!

MORE Steam Ports than any other iron—21—provide better, more even steam distribution. Plus largest sole plate—35 sq. inches—speeds and improves ironing!

MORE Water Capacity. Not 5, 6, or 7 oz., but a full 9 oz. water storage in a full-length tank!



MORE Steaming Time than any other make—a full 40-minutes without stopping to refill!

Presto

NATIONAL PRESTO INDUSTRIES, INC. · Eau Claire, Wisconsin

VISIT BOOTH 248-254 AT THE ATLANTIC CITY HOUSEWARES EXHIBIT

01999, N.P. L.L



# FULL STEAM AHEAD!



### There's a New FULL LINE of General Electric Vaporizers 2 New Models... New Features... New Prices

Now General Electric has a full vaporizer line-3 models, 3 prices, with features to suit every need, including a new heating unit which uses any kind of water.

Special introductory deals, to help you build your vaporizer business, boost vaporizer profits.

FREE V-1 Vaporizer with every 12 V-1's, V-2's, or V-3's you buy. Ask your dealer about this "Baker's Dozen" deal.

BIG 7 Deal . . . you get V-3 Vaporizer free (ret. val., \$12.95\*) with 3 V-1's, 2 V-2's and 1 V-3. Your margin-44.3%.

- 1. New V-3 Automatic Vaporizer. Steams for 12 hours; shuts off automatically. Has unbreakable plastic bottle, pushbutton control. Comes in choice of Pink or Blue. \$12.95\*
- 2. New V-2 Automatic Vaporizer. Steams for 8 hours; shuts off automatically. With quick-steaming action, pushbutton control. Styled in Pink or Blue. \$9.95\*
- 3. De Luxe Automatic Vaporizer. Steams eight full hours without refilling. Has automatic shut-off, pushbutton switch. Choice of Pink or Blue. Model V-1, \$14.95\*

### Set up your Heating Pad Department with these deals:

- 1. FREE Dispenser Rack and P-25 Heating Pad with the popular "7-pack" assortment of heating pads (2 P-18's, 2 P-17's, 2 P-16's, plus free P-25). Your profit, \$22.63. Your margin, 42.2%
- 2. 1 Free with Every 11! You get one like model free with every 11 heating pads you buy.

YOUR COST-11	TOTAL	YOUR
\$64.02	\$107.40	\$43.38
56.87	95.40	38.53
49.72	83.40	33.68
42.57	71.40	28.83
	\$64.02 56.87 49.72	\$64.02 \$107.40 56.87 95.40 49.72 83.40



Progress Is Our Most Important Product





### **NEW, IMPROVED HEATING PADS**

All General Electric Heating Pads have plastic inserts, white cordsets, germ-resistant "Purofab" \*\* TREATED covers.

### 4 POPULAR MODELS—STOCK TODAY!

P-18—Exclusive Reach-Easy Cordset— Glow-Light—3 Heats—Removable, Washable Zipper Cover—Waterproof— Quilted Nylon Taffeta-\$8.95\*

P-17—Glow-Light—Pushbutton Control—3 Heats—Removable, Washable Cover—Waterproof—\$7.95\*.

P-16-Pushbutton Control-3 Heats-Removable, Washable Cover—Colored Flannel Print—Waterproof—\$6.95\*.

P-25—Pushbutton Control—3 Heats— Removable, Washable Aqua Flannel Cover—Waterproof—\$5.95\*

\*T.M. General Electric Company

General Electric Company, Automatic Blanket & Fan Department, Bridgeport 2, Connecticut.



This haul is loaded with profit for you... because over 40% of the new cars delivered are without radios!





The Motorola "Car Radio Department on Wheels" takes half the floor space of a refrigerator to put you into the new mass market! An investment of less than \$200 spruces up lazy floor space to land new profits from the lucrative car radio field. Stock and install

# MOTOROLA CAR RADIOS

- Name brand reliability and appeal
- Easy installation . . . just 15 minutes
- Models to fit most all cars
- No inventory problems or obsolescence.

Car radios are the second biggest dollar-volume item in auto accessories . . . and Motorola is No. 1 in car radio sales to the people who buy cars without radios! So get your share of the profits . . . with *Motorola!* Remember: Millions of cars, sports cars, trucks and boats are waiting to be sold. Your Motorola distributor has full details on how to break in on either the "sell and install" or "install only" basis.



Transistor-powered 300X series . . . America's most compact car radio! Includes its own 5" speaker, 2 Golden Heart\* transistors that eliminate cause of 70% of car radio failure. Available for 6- and 12-volt systems, negative or positive ground.

More to enjoy means more to sell

STRADEMARK OF MOTOROLA, INC.



# MOTOROLA



### new products RADIOS, STEREO

PHILCO Continued

simulcast stereo broadcasts of re-

Also introduced is a new tone control for 1960 stereo hi-fi instruments called "Contour Control" designed to raise middle and high frequencies to give increased emphasis to voice and brasses.

"Stereo-Phones" dual speaker sound system for mid-range and hi-fi responses are encased in functional design plastic cabinets in mahogany or light finishes; they Philco Corp., C and Tioga Sts., Philadelphia, Penna.



Channel Master transistor radio No. 6503



Channel Master cordless No. 6511

### Channel Master Transistor Radios

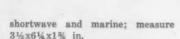
Channel Master introduces 4 new all-transistor radios: a cordless table model No. 6511, a 2-band model for standard broadcast and marine frequencies, No. 6514; a 2-band model for standard broadcasts and shortwave frequencies; and a 5-transistor pocket model 6503.

Cordless table model No. 6511 combines full qualities of standard table model with carrying convenience of portable; 5-in. speaker produces fine tone; features include 6 matched transistors, 1 diode, 1 thermistor; powered by 4½ volt flashlight batteries; other features include superhet circuit; pushpull output; non-breakable nile green plastic case; built in ferrite antenna; extension speaker outlet; supplementary outside antenna.

No. 6514, 2-band model for standard and marine frequencies covers maritime communications band, n1.85-4.2 MC and receives coastguard weather reports, shipto-shore and ship-to-ship messages.

No. 6512, 2-band receive standard and shortwave frequencies which covers 3.9-12 MC and brings in broadcasts from all parts of worked-foreign stations, hams, marine, aeronautical etc.

Both above have 8 matched transistors, 2 diodes, 1 thermistor and operate on four 1½ penlight batteries; have superhet circuit; pushpull output, 2½ in. permanent magnet dynamic speaker; sealed variable condenser; cowhide carrying case and strap; earphone outlet plus earphone for private listening; external plug-in antenna wire; telescoping external antenna for



No. 6503 utilizes 5 matched transistors, 1 diode and 1 thermistor; measures only 44x2%x14 in.; powered by standard 9-volt battery features include superhet circuit; pushpull output; built-in ferrite core antenna; sealed variable condenser plus non-breakable plastic case in black or maroon (same radio is available without battery or accessories as No. 6504); contains outlet for extension speaker for private earphone and a supplementary antenna outlet; accessories include top-grade cowhide carrying case and shoulder strap; magnetic earphone; leather case.

Prices, No. 6511 \$54.95; No. 6514, \$74.95 including accessories: No. 6512, \$72.50 including accessories; No. 6503, \$34.95 including accessories and battery; No. 6504 without battery or accessories, \$29.95. Channel Master Corp., Ellenville, N. V.



Webcor Melody

### Webcor Stereo

Webcor enters low-priced field of manually operated portable stereo Fonografs with 2 units: Melody No. 1012 and Lark, No. 1013. Both units feature modern design.

Melody, self-contained stereo portable in angular design; tapers to rear; has turret type design lid.

Lark, 3-piece portable has speakers detachable from front of master play-back unit that can be separated by 4-ft. on either side; equipped with hooks for hanging on wall.



Webcor Lark

Both models come in 2-tone color combinations, play all records, 4speeds, and have individual volume controls for Channel 1 and 2.

Price, Melody, \$37.95 and Lark, \$39.95. Webcor Inc., 5610 W. Bloomingdale, Chicago 39, Ill.



Birch stereo portable SA-932

### Birch Portable Stereo

A new 4-speed stereo portable, No. SA-932, is announced by Birch. Self-contained manual portable has separate speaker enclosure that nests in phono lid, which may be positioned anywhere for stereo listening or left in lid for monaural.

Other features include cabinet of kiln dried lumber with locked corner construction, 4-speed manual operation; hi-gain stereo styli, sapphire tipped; dual channel stereo hi-fi amplifier with 3 tubes; tone and loudness controls; two 4 x 6 in speakers with 1-oz. transformers; cases covered in popular color combinations with matching speaker enclosures.

Price, \$39.95. Boetsch Bros., New Rochelle, N. Y.



Uropa "Heritage" AM-FM radio

### Uropa Transistor Radios

Two companion portable transistor radios, "Heritage"; an AM-

FM "Airloom" set; and 2 "Continental" shortwave receivers are announced by Uropa International.

Made in West Germany, the Heritage" companion AM-FM and AM-Shortwave portable transistor radios are styled alike in all-wood and sand leatherette; brass grille and trim; feature 5-in. speakers and built-in ferrite antennas.

"Airloom" AM-FM set has full range frequency response through 9 transistors and 2 germanium diodes.

The 2 AM-Shortwave models, Continental" C-1 and C-2, have 7 transistors and 2 diodes; bands include 24-52, 180-600, 500-160 kc., and 1000-2000 kc. Two shortwave bands, 19-39 meters and 39-85 meters are provided on higher-priced model.

Prices, "Heritage", \$99.95; "Continentals", \$64.95 and \$69.95. Uropa International Inc., 16 W. 32nd St., New York 1, N. Y.



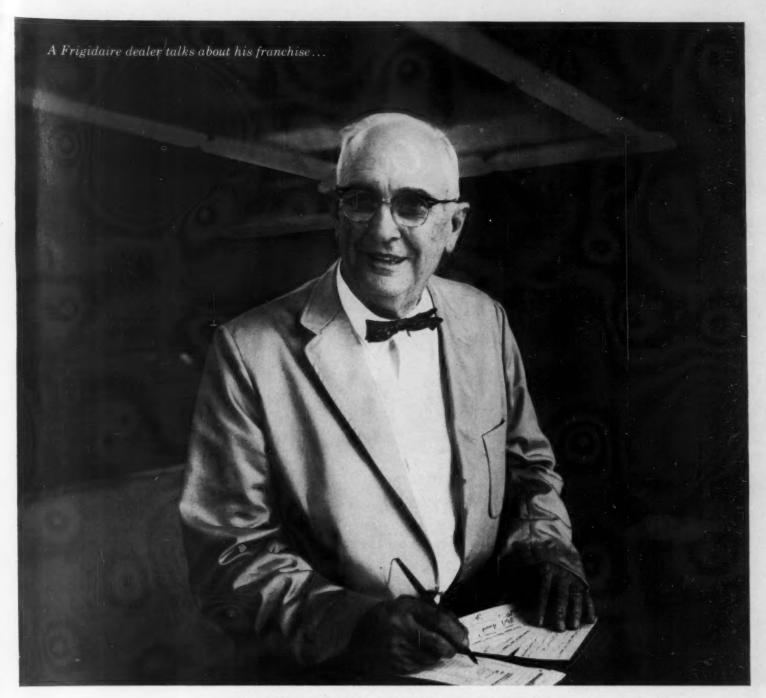
Butoba Tape Recorder

### Butoba Transistorized Tape Recorders

Butoba's self-powered transistorized tape recorders TS-61 and TS-71, 6-transistor amplifier uses 4 ordinary flashlight batteries for over 50-hrs. recording and playback; the tape drive is independently powered by a precision spring motor, each winding of which provides 20-min. recording and playback; both TS-61 and TS-71 are equipped with different models of dynamic microphones made in West Germany, which are 100 percent humidity-proof, and picks up sound from a distance of 20-ft.; separate tone and volume controls, a time indicator, pushbutton controls, volume level indicator.

TS-71 at 7½ ips has a response of up to 60-13,000 cps; TS 61, a dual-speed 1% and 3% ips has a response of 50-9,000 cps; both models will record or playback even if upside down and with or without cover; record and playback time for TS 61 is 40-min.; for TS 71, 15-min.

Prices, TS-61, \$249; TS-71, \$289 including standard accessories of dynamic microphone, a 400-ft. reel of tape, an empty reel, and a connecting cable. Butoba Div., Turning Corp. of America, 60 E. 42nd St., New York, 17, N. Y.



You might say that Oliver W. Holmes and Frigidaire grew up together. His Holmes Electric, Inc., Fayetteville, N. C. was the first Frigidaire dealership in the state. That was 1924. Today, he's still one of our leading dealers. His reasons for becoming a Frigidaire dealer are as valid now as they were the day he started...

# "Frigidaire puts it all in black and white!"

'For 35 years I've operated under a written Frigidaire franchise.
So I've always known exactly where I stand. Because Frigidaire
spells it all out in black and white. And I don't know
any other appliance outfit that works this way."

We can't speak for the others. But our cards are always on the table. Our "Dealer Selling Agreement" completely defines both sides of the bargain. The best dealers like it that way. And they're the kind of people we like doing business with.



# Quality plus Price Makes Easier Selling



Beauty Queen has the most complete line of kitchen cabinets

- In all-steel construction
- 8 pastel colors and snowy white, baked on for lasting beauty.
- · In Fleetwood . . . 3 beautiful wood fronts, also available in **Provincial and Contemporary styling**
- World's finest quality construction features.
- · Most competitive line prices in the industry.

### Compare the Completeness of the line in Wood or Steel

- 22 models of base cabinets.
- · 23 models of wall cabinets.
- 13 models of undersink cabinets.
- 12 models of pass-thru wall cabinets.
- · 6 models of pass-thru base cabinets
- 17 models of built-in range cabinets.
- · Cabinets for ALL models of built-in ovens.
- · Plus additional custom cabinets.

Because Beauty Queen IS the top kitchen line everyone wants it, but there are still a few choice territories where we haven't as yet selected an aggressive distributor. If you're interested in your area, write us. Ask for our new catalog 59-4-KB.

### Toledo Desk and Fixture Co.

Maumee, Ohio

### **New Products**



### Chambers Disposer

Deluxe, easily installed disposer features more powerful starting ability with heavy duty 1/3 h.p. motor which provides instant action; features include diamond-hard cobalt steel alloy cutting sleeve that grinds waste into fine particles; shred control determines size of food particles, enabling them to pass through strainer grooves without damaging unit; unit automatically shuts off in case of motor overload; reset button starts it again; self-lubrication element; water seal bearing fits over stainless steel spacer; motor generates 1725 rpm; unit is 14-in. long and weighs 20 lbs. Chambers Built-Ins Inc., 2012 N. Harlem Ave., Chicago 35. III.



### **Sun-Tron Heating** System

Sun-Tron's decorator-styled electric home heating systems keep floors and window areas warm; system consists of electronic panels framed in aluminum finished with wood-grained, beige-tone or marbelized plastic to blend with room decor; can be used in new and present homes; each panel is a self-contained heating unit 2% in. deep, designed to be mounted on walls beneath window areas; on fans or motors used; panels come in 5 sizes to meet a variety of wall space requirements; panels throw convection currents of warm air in front of windows while radiating heat into rooms at same time, balancing convected and radiated heat; behind each panel's laminated plastic face are electronic heating elements that heat air to 250 degs. F, and cause it to raise as a curtain in front of windows; at same time radiating heat into room. Sun-Tron Corp., 7435 W. Wilson Ave., Chicago, 31, Ill.



# A SELF-CONTAINED PORTABLE STEREO SYSTEM THAT MAKES SENSE!

New V-M Phonograph is Style Dazzling . . . Top Performing, a Sure Volume Producer For You!

Functional in every way is V-M's sensationally brilliant new *Model 314 a truly Portable Complete Stereo System!* Styled for beauty — engineered in the traditional V-M way, it's a real knock-out! No cumbersome weight — no un-

necessary gadgets or attachments, but a completely self-contained stereo system that does what it's supposed to do and *does it better!* You're bound to win with this sure-fire stereo hit of the year!

### Only 19 Pounds Light With Tons of 'Most-Wanted' Features!

- A 51/4" SPEAKER IN EACH DETACHABLE SECTION
- WORLD-ACCLAIMED V-M AUTOMATIC PRECISION RECORD CHANGER
- Plays All Stereo and Monophonic 33 and 45
  RPM Records
   Afternoon Appropriate Standard Standard
- 45 SPINDLE ADAPTOR INCLUDED AS STANDARD EQUIPMENT
- DUAL-LOUDNESS CONTROL
- Tone Control Both Channels Simultaneously
- MOJAVE BROWN AND WHITE WASHABLE LEATHER-ETTE CASE

SOMETHING REALLY NEW!
A REALLY DIFFERENT STYLING CONCEPT!
A DYNAMIC PROMOTIONAL MODEL!

**AVAILABLE NOW!** 

Call your V-M Distributor today!

\$79.95 LIST\*\*

Slightly higher in the Wes

YOUR CHOICE FOR MUSIC IS -

the Voice



of Music

\*\* !! -! !! !! ! ! ....

V-M CORPORATION . BENTON HARBOR, MICHIGAN

WORLD FAMOUS FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS AND TAPE RECORDERS



Get Ready for Sept.14
Get Ready for Lots of \$\$'s
Get Ready for More Traffic

### Get Ready for AELF\*

SATURDAY EVENING POST, Sept. 26—LIFE, Sept. 14—Daytime TV selling for YOU!

Solid support from your electric utility, manufacturer, distributor.

Strongest all industry sales team in history.

Traffic builders and in-store promotion materials galore.

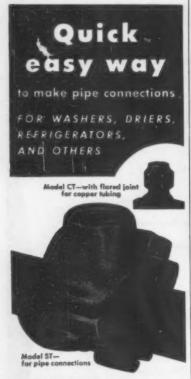
\*Your "All-Electric Laundry Festival"



LIVE BETTER ELECTRICALLY

Sponsored by Edison Electric Institute

Miss AELF says "It's two for the show"



SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

M. B. SKINNER CO.



Slides Upstairs Downstairs

In and Out of Trucks

YOU INCREASE NET PROFITS by cutting delivery costs with Easload Appliance Trucks. One man easily and safely does the work of two with Easload, the only truck that takes the weight off the man and balances it on retractable

The welded steel frame has protective rubber pads on the load side and tubular slide runners on the back. Heavy web belt and positive ratchet-type cincher secure appliance on truck. Load balances on large ball-bearing wheels, cushioned on 10 x 2.75 tires. Two small rubber wheels in toe plate aid loading.

ON MONEY-BACK GUARANTEE of satisfaction order Easload today (FOB L.A.) only \$57.50.

Colson Equipment & Supply Co. 1317 Willow Street, Los Angeles 13, Calif.

### **New Products**



### Progress Ceiling Heater-Lights

Two new surface mounted ceiling heater-lights are announced by Progress.

No. 1450, heater and light only, wired to accommodate 2 bulbs up to 75 watts each with Corning Albalite glass panels; as a heater it is engineered to take air off ceiling through air intake vents, warms it over a 1450-watt Pyroflex element and forces the heated air downward with a 30-watt, quiet fan.

No. 1451, heater-light and air circulator, with wall switch assembly has the added feature of permitting fan to circulate air without heater operating.

Wall switch assembly with No. 1451 has one switch that controls light only, another controls circulator fan only and a third controls heater but will not operate unless circulator is also operating. When red pilot glows, heater is on. Progress Mfg. Co., Castor Ave., & Tulip St., Philadelphia 34, Pa.



Moncomower RP-24

### Monco Mower

Highlight of the 1959 Monco mower line is a 24-in. riding rotary mower RP-24; "suction-lifts" grass for uniform cut, trimming clean near trees, walks etc; clippings are ejected evenly out of side; 2 handy controls; full range of riding speeds regulated by throttle, single shift lever drives forward and backs up at flick of fingertip; other features include positive blade disconnect; draw bar for attaching other equipment; quick wheel adjustment for selecting desired cutting height; airfoil shaped rotary blade with slip clutch absorbing shock and preventing crankshaft damage; convenient handle pivots forward for pulling and steering into storage space; 3% h.p. 4-cycle gas engine with recoil engine starter. New Monarch Machine and Stamping Co., Des Moines, Ia.



### SELF-SELLING DISPLAY!

Run tap water through

this conditioner and it comes out PURE —

me, hardness, other

iron-clogging

Put this display on your counter and watch it MOVE MERCHAN-DISE! Millions of people today are using KLEENSTEAM. Every day, thousands are looking for KLEENSTEAM Refills. The potential market is still huge, and the repeat business it will generate is even bigger. Get in NOW on this growing field! KLEEN-STEAM fits in with appliances, housewares, notions, or kitchenware. Available also on bubble-packed rack cards.

WRITE TODAY FOR FULL PARTICULARS



IN WASHINGTON, D.C. Gas Range Sales UP 82%

IN MILWAUKEE Gas Range Sales UP 31%

IN SAN DIEGO Gas Range Sales UP 127%

IN ST. PAUL Gas Range Sales UP 98%

# The Gold Star Gas Promotion Is Paying Off—In Profits!



Never in appliance history has a single promotion been so successful—so fast! After just three months Gas Range sales have zoomed almost everywhere. As first-quarter figures released by

some of the leading Gas Range manufacturers indicate, sales are rising across the nation. Just as predicted, the millions of dollars invested in this nation-wide Gold Star promotion have sold more ranges, rung more cash registers and put more dollars into *your* pocket than ever before.

AMERICAN GAS ASSOCIATION

Look to these great names for ranges built to GOLD STAR Standards

BROWN FEATURAMIC

CALORIC . CROWN . DIXIE

**GAFFERS & SATTLER** 

GLENWOOD . HARDWICK

KENMORE . MAGIC CHEF

MODERN MAID . MONARCH

NORGE . O'KEEFE & MERRITT

REAL HOST . RCA WHIRLPOOL

ROPER . SUNRAY . TAPPAN

THE BOSTON STOVE COMPANY

UNIVERSAL . VESTA

WEDGEWOOD-HOLLY . WELBILT

Nev cess zoon

For at least 28 reasons—28 advances in performance automation and design—ranges built to Gold Star Standards are your money-maker ranges.

SHOW THE GOLD STAR AWARD and see your profits GROW!

# One-second performance

The revolutionary
"Instant Heat"
element...
originated, pioneered
and PROVED
by Toastmaster!



# OASTMASTER

# Special extra-profit offer for Toastmaster dealers

(LIMITED TIME ONLY)

HEATER

SPECIAL

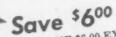
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HEATER

SPECIAL

FREE

YOUGET FREE, 1 #9B1 Automatic Heater (retail \$19.95) with your order for ANY 12 Toastmaster Heaters of your choice—all one model or mixed. A total of 13 heaters.



MAKE \$6.00 EXTRA PROFIT! Get this #9BI Automatic Heater (retail \$19.95) at special cost of only \$6.99 (regular dealer cost \$12.99) with your order for any 6 Toastmaster Heaters of your choice—all one model or mixed. A total of 7 heaters.

FREE MERCHANDISING KIT TO EVERY DEALER ORDERING HEATER SPECIALS!

### "Flashing Action" Heater display lets customers sell themselves

on "Instant Heat"
Flashing Lighted Panel! Push-button Demonstration!



Put this beautiful compact counter display to work in your store! A touch of the button, and a blast of hot air provides a dramatic, on-the-spot demonstration of "Instant Heat" in action. It's an \$8.90 value, but it's available at a special low cost through your distributor.

### Let your customers see and

# Just turn it on and watch it sell for you!

Toastmaster's "Instant Heat" element is more than a product improvement. It's a dramatic, effective sales device. Just turn on any Toastmaster heater and let your customer feel the instant surge of hot air that leaps out. It's a real selling demonstration! Use it to build your heater sales volume.

Make this your BIG year in heater sales. Stock all 3 Toastmaster heaters—each featuring the revolutionary "Instant Heat" element. Each heater comes in decorator-styled rose-beige baked enamel; all are packed one-to-a-carton for easy, low-cost handling.

Check these
AUTOMATIC HEATER
features:

Both Radiant and Blower Forced Heat from vented, polished reflectors, and super-efficient blower (not an ordinary blade fan).

Automatic Thermostat Control turns heater on and off to maintain desired temperature.

Floor-Level Air Intake takes coldest floor-level air —heats it, circulates it instantly!

Tip-Over Safety Switch (all 3 models). Current cuts off automatically if heater is accidentally overturned!

Place your order now with and take advantage of the

Call Your Toastmaster

sells thousands of heaters!

feel "Instant Heat" in action



AUTOMATIC HEATER MODEL 981 . 1320 W.

Just 3 fast-selling models

DE LUXE 2-ELEMENT AUTOMATIC HEATER MODEL 9A2

These heaters have PROVED they sell themselves ... make sure YOU get those sales!

your Toastmaster distributor special Toastmaster heater deals. POPULAR-PRICED RADIANT HEATER MODEL 9C1 . 1320 W.



\*Manufacturer's

Distributor, Today TOASTMAST



TOASTMASTER



Says Miss AELF: "It's three to get ready"

### Good service makes good customers



You sold the appliance on your showroom floor, but when you deliver it, you're selling yourself. You want her to remember you with pleasure—how you protected her new appliance and woodwork against bumps or scratches. The water-repellent canvas jackets and soft flannel linings of Webb Sling-abouts\* give her, and you, that protection. Webbing handholds help you maneuver appliances safely and smoothly into place.



Webb Manufacturing Co. 2918A N. 4th St., Phila. 33, Pa.		Send price of Model #		Slingabout or Wrapabout for Make		
☐ Rafrigerator	☐ Freezer	☐ Dryer	☐ Range	☐ Washer	(specify	
FIRM NAME		AT	TTENTION:	-		
STREET		CITY		ZONE ST	ATE	

# new products



Instant-Hot Water Dispenser No. N31

### **National Instant-Hot**

A new unit which dispenses "instant-hot" water for coffee, tea, soups etc, has been announced by Plumbing Equipment Div., National Rubber Machinery Co.; delivers up to 60 cups of 190-200 deg. F. water every hour: a pressurefree 1/2-gal. tank with water flow controlled by self-closing valve. For home, office or factory; can be sink mounted or attached to water cooler, or wall. Operates on 115volt a.c. current. Plumbing Equipment Div., National Rubber Machinery Co., 47 W. Exchange St., Akron, 8, O.



ardsmith rider

### Yardsmith Mower Line

A new full line of outdoor power equipment is announced by Yuba Power Products Inc., consisting of 3 basic lines, mowers, tillers and a new rider; color scheme consists of dark brown, 2-tones of gold and white

Walking rotary models in 2 sizes, 19 and 22-in., include 5 models divided into Deluxe and Custom lines. Heading Custom line is 22-in. self-propelled walker which in addition to self-propelling feature has all controls mounted on handle; improved Safe-T-Guard; Touch-a-Just instant cutting height control; forerunner wheel designed to prevent scalping; stow-away handles. Deluxe models have many of these same features.

Reel mowers include an 18-in. Deluxe and a 21-in. Custom 5-blade, 5-in. diam. reel mower.

Tillers and tiller/mowers features on standard model all controls, even recoil starter on handles; power is transmitted to Empire or bolo-type tines through a friction cone clutch eliminating use of belts; 14-in. diam. tines with varying tine combinations the width can be reduced to 11-in., or increased to 33-in. to accommodate any type tilling, cultivating or leveling requirements.

Convertible tiller/mower is a

Convertible tiller/mower is a complete lawn and garden powerized workshop. Powerhead can be switched from tiller to 22-in. mower attachment with Safe-T-Guard-in 5

24-in. rider features include padlocked rotary blade; foot operated brakes; safety foot treads; wide wheelbase for hill-climbing; rearmounted engine; softly sprung, deeply padded seat; floating front axle; single lever for controlling speed and direction; easy steering; short turn radius; controls within finger-tip reach.

Prices, Walking rotaries, from \$79.95 to \$139.95; reel mowers, \$99.95 to \$139.95; Tillers \$154.95 for Standard, \$164.95 for Convertible with 22-in. mower attachment, \$59.95; rider, \$339.95. Yuba Power Products Inc., 800 Evans St., Cincinnati, 4, Ohio.



Parks shaver booster No. 22

### **Parks Shaver Booster**

Parks Products announces a new shaver booster No. 22 in their electric shaving accessory line. Highlight of new model is strengthened and improved electronic circuit; suitable for use on latest model shavers as well as older models.

Price, \$5.95. Robert M. Parks Co., Inc., 7421 Woodrow Wilson Drive., Hollywood 46, Calif.



Broan range hood

### **Broan Range Hood**

This self-contained dual-blower island range hood is fully integrated—blower unit is housed completely within hood, only the exhaust duct requires cabinet space; unit discharges directly into 3½ x 10-in. standard duct; a complete Continued on page 176

More top-of-the-line features let you step up your customer in quick time...

# NEW MAYTAG 2-SPEED

Super Highlander



The new Maytag Super-Highlander Automatic Washer lets you offer your customer the features she wants most at a price that stretches her budget the least.

It gives her 2 wash speeds and 2 spin speeds. The growing popularity of "wash'n wears" makes this feature one of today's most wanted.

It gives her unmatched rust protection from Maytag's exclusive zinccoated steel cabinet. (Every Maytag has this feature. No other washer, regardless of price, offers this kind of protection.)

It gives her a choice of hot, warm, or cold water washes and rinses; plus Pushbutton Water Level Control, Lint Remover Tub, full flexibility, and a tubful of other features that make it easy to step up from the famous Highlander.

The new Maytag Super-Highlander fits in your line the way money fits in your cash register. Its features and price make the step up from the Highlander smooth and sensible.

With this addition to the line, you have a natural step up from any starting point. For complete details on the new Maytag Super-Highlander, write, wire, or phone your Maytag Regional Manager or Distributor. The Maytag Company, Newton, Ia.

Maytag All-Fabric
Automatic
New Maytag
Super-Highlander
Model No. 126
Maytag
Highlander
Model No. 124

There's a matching Gas or Electric Dryer for every Maytag Automatic—including the new Super-Highlander

MAYTAG



For General Electric Refrigerator

# SUMMER

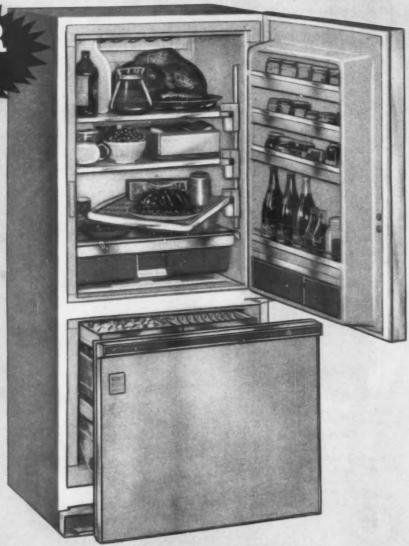
SPECTACULAR
\* 1



FROST-GUARD REFRIGERATOR-FREEZERS

Automatic defrosting in both refrigerator and freezer AND

3 Swing-Out Shelves—fully adjustable and removable







### **Local Promotions**

Through July, August and September your distributor will be running special local campaigns featuring spectacular pricing.

It's your big opportunity to sell more refrigerators than you've ever sold before!

Tell your prospects where to buy in your local ads

dealers only! Your biggest 90 sales days ...

ECTACULA

Working for you...

**General Electric's Most** Spectacular Ad Campaign

This fold-out kicked it off in the June 22 issue of LIFE



Frost-Guard System banks

ELECTRIC

All-Over Automatic Defrosting in Both Refrigerator and Freezer



27 Summer Spectacular Ads-gate-folds, spreads and single pages-will appear in LIFE, SATURDAY EVENING POST, READER'S DIGEST, BETTER HOMES & GARDENS, AMERICAN HOME, FARM JOURNAL and FARM AND RANCH.

Plus "bonus-value" spreads in TV GUIDE, a brand-new way to feature local promotions! Look for them in the July 4 and July 25 issues.



General Electric Theater, M-Squad and The Bob Cummings Show will help you sell more General Electric Refrigerators during this 90-day SUMMER SPECTACULAR sales period.



### from Your General Electric distributor

in newspapers, and on radio and TV. Your General Electric distributor has ad mats, commercials, display materials, sales literature and direct mail pieces.

You get everything you need to rack up spectacular sales. General Electric Co., Household Refrigerator Dept., Appliance Park, Louisville 1, Kentucky.

Pick up your phone now and call your General Electric Sales Counselor!

Progress Is Our Most Important Product

GENERAL & ELECTRIC





### HAS GOT WHAT HOMEMAKERS WANT...

Distinctive, Different Appliance Specialties



- 1. No. 2650 Washerette, Retail \$79.95
- 2. No. 2750 Slicer-Shredder, Retail \$29.95
- 3. No. 550 Slicer-Shredder-Chopper, Retail \$16.95
- 4. No. 551 No-Clamp Chopper, Retail \$9.50
- 5. No. 28 Ice Cream Freezer, Retail \$19.95
- 6. No. 3708 Starburst Carafe,
- Retail \$6.95
- 7. No. P64B Percolator, Retail \$3.95
  8. No. P68B Percolator, Retail \$5.95
  Retail \$29.95
- 8. No. P688 Percolator, Retail \$5.95
- 9. No. 3601 Knife & Scissors Sharpener, Retall \$16.95
- 10. No. MP8 Duette Percolator, Retail \$7.95
- 11. No. 2825 Cultivator, Retail \$44.95

- 12. No. 2711 Sunkist Approved Juicit, Retail \$24.95
- 13. No. 2879 Trimmer-Edger, Retail \$39.95
- 14. No. 1504 Toaster Broiler, Retail \$16.95
- 15. No. 2612 Portable Washer, Retail \$44.50
- 16. No. 2234 Ice Cream Freezer, Retail \$36.95
- 17, No. 2244 Ice Cream Freezer, Retail \$39.95
- 19. No. 2002 Cocktail Blender,

Retail \$24.95

- 20. No. 2001 Blendette, Retail \$19.95
- 21. No. 1909 Electric Percolator, Retail \$29.95

# FOR YOU

. GIFT-DESIGNED FOR MORE SALES . MORE FAVORABLE MARGINS . NO DUPLICATION OF OTHER ITEMS • CAPTURING AN UNSATURATED MARKET . MORE TURNOVER, BETTER PROFIT FROM YOUR INVENTORY INVESTMENT

### specialize in profits with

The Silex Co., 6333 W. 65th St. Chicago 38, III.

In Canada—The Silex Co., Ltd. Iberville, Quebec



SEE ALL THESE SILEX APPLIANCE SPECIALTIES AT THE JULY SHOW EXHIBIT 442-452

Now! Samson Opens A Whole New Market For You!

# FIRST FULL MOTION LOUNGE TO RETAIL BELOW \$100





**DUAL DIRECTION MASSAGE** 

professional-type forward and side-to-side action used by expensive salons, ONLY SLIMTONE OFFERS MAS-SAGE MOTION AT A PRICE COMPETITORS CHARGE FOR JUST VIBRATION!

Imagine...Only full-size "MAGIC MOTION" Salon Lounge to retail as low on PROMOTIONAL

### SLIMTONE

### Oscillating & Motion Lounge

Not Just A Vibrator — but the only lounge at this price that offers expensive salon-type massage motion!

- extra large dual direction pad
- sturdy tubular construction
- washable vinyl cushioned upholstery
- complete with salon-type posture bar
- compact stores easily
- 110 volt 60 cycle AC motor
- · fully guaranteed for 1 year
- convenient moveable controls





### SEE SAMSON LOW-COST SLENDERIZING EQUIPMENT AT

The National Housewares Exhibit Atlantic City Convention Hall July 13-17, 1959

Mr. Dealer:

Can You Spare Just 90-Seconds A Day for YEAR-ROUND Relief From Tension and Fatigue? Yes! Take a 90-Second "Break" Every Day And RELAX With Your Own Line of Samson's Slenderizing-Relaxing Equipment! Discover For Yourself Why Millions Of Overtense, Overweight Men and Women Feel and Look YEARS YOUNGER — Thanks To Samson! Best of All, Start Proving it Yourself - RELAX With a FREE Demonstration At

BOOTHS 2029 - 2031 - 2033 PROVE TO YOURSELF WHY SAMSON SELLS ITSELF!

### NOW SAMSON BREAKS THE PRICE BARRIER!

### ROTOCYCLE First Automatic Effortless Exerciser To Retail As Low As \$19995

- · fully automatic motor
- · power pedals raise and lower ad-
- individually adjustable handle bars
- simulates healthful exercise-motion of swimming, rowing, riding
- heavy-duty tubular steel construction
- · compactly designed easily stored
- comes complete with calorie control plan and anot massage course

MASSAGE! HEAT! VIBRATION!-ALL 3 SALON FEATURES IN

### SLIMFORM GOLDEN DELUXE LOUNGE

WORLDS FINEST, MOST COMPLETE SALON MOTION UNIT

dual motion pads simulate Swedish Hand Massage

PROMOTIONAL RETAIL

- relaxing vibration stimulates circulation relieves tension
- soothing heat helps relieve common muscular pains
- automatic timer and selector control gives both heat and vibration separately or together
- adjustable salon-type stretch bar and extension pad
- completely portable folds up and rolls away on
- elegantly upholstered in gold-finish washable silktone

ACTION ORDER FORM FOR IMMEDIATE DELIVERY

Samson United Corporation of New York 33-00 Northern Boulevard

Long Island City 1, New York

WE PAY FULL FREIGHT CHARGES on orders of \$200 or more

6 Or Dealers Cost More Cost \$ 69.97 \$ 64.97 SlimTone Slimform Golden Deluxe 139.97 129.97 RotoCycle 139.97 TERMS: All Goods: F.O.B. L.I. City, N.Y. on orders

less than \$200.00 Rated Firms: 1% 10 days net 30. Others C.O.D. Enclosing Check Bill us (Send 3 Credit Refs.)

Address Quantity discounts on request



# FSP parts for RCA WHIRLPOOL appliances cut service call backs!

The way to make *more* money on service is to minimize profit-eating call backs caused by failure of inferior replacement parts. Every needless call back eats up time you can spend on income-producing business.

Remember . . . the difference in original cost between genuine FSP replacement and "no name" parts seldom amounts to more than pennies. But the gamble you take on a parts failure and resulting call back, when you use anything but FSP, can be very costly!

### It's best to buy FSP

FSP parts for RCA WHIRLPOOL home appliances are made to the original specifications to fit right . . . function better . . . last longer. They're packaged to keep them free from dust, dirt and damage. They're easy to store and inventory — and they're factory-fresh when you install them. See your RCA WHIRLPOOL distributor.

### Hot weather note

Scorching days are apt to mean air conditioner service calls. Don't risk replacement parts failure. Use FSP replacements on all RCA WHIRLPOOL units. You can depend on them.





Factory Specification Parts for



meet the toughest specifications in the industry

\*Tmk.

Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan Bie of trademarks (4) and BCA authorized by trademark owner Radio Corporation of America

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## new products

**BROAN** Continued

package unit, factory prewired. Features include twin air streams and twin aluminum filters; two 5½-in. centrifugal blowers; built-in spring loaded damper prevents backdrafts; light, placed out of air streams, is of ribbed crystal glass and accommodates 100-watt bulb; "contour-corner" design; choice of modern or colonial styling in 2 widths; stainless steel or coppertone finish. Broan Mfg. Co., Hartford. Wis.



Goodvear Vac-ette cleaner

### Goodyear Cleaner

"Goodyear Vac-ette" No. G-101S, portable hand vacuum cleaner weighs 4 lbs. complete with attachments; features throw away paper bags; positive locking tools; finger tip pushbutton switch; 250-watt, a.c.-d.c. motor; complete with upholstery nozzle, dusting brush and crevice tool.

Also available in a deluxe package as model G-101 DLX with tools mentioned above plus a slide-on brush; a swivel floor & wall brush and an extension wand assembly. Metropolitan Vacuum Cleaner Co., Inc., 4143 Third Ave., New York, 57, N. Y.



Brantford Chef Master DK44

### Chef Master Ranges

Two new Chef Master ranges feature a new square look, modern picture frame control panel; No. DK44 has new design automatic clock and timer, electric minute minder, oven light, tubular bake element; 7-heat switches. No. DK43 is a standard version of the above.

Full line includes three 30-in., two 22-in., and 3 apartment size and 4 rangettes.

Prices, DK44, \$199.50; DK43, \$169.50. Brantford Washing Machines Ltd., 35 Fieldway Rd., Toronto 18, Canada.



Kirk Gas Refrigerator

### Kirk Gas Refrigerator

An 8 cu. ft. Kirk gas refrigerator is announced by Kirk Industries; features include a full width freezer, vegetable crisper; freezing unit is a sealed absorption-type system with no moving parts. In addition to the 10.2 and 8 cu. ft. model, a 14 cu. ft. refrigerator-freezer, a 10-cu. ft. home freezer and a 6-case gas beverage cooler. Kirk Industries, Inc., sales, 485 Lexington Ave., New York, 17, N. Y., produced in South Norwalk, Conn.



Electrolux Turbotool rug washer

### Electrolux Cleaner Attachment

The Turbotool rug washing attachment with dispenser for liquid Turbo shampoo foam available for use on all Electrolux cleaners.

Called the Turbotool method of shampooing rugs, it consists of a circular shampoo brush of long, gentle fibers attached to an airdriven power unit; attachment operates at end of cleaner wand and hose when attached to suction end of machine. Shampoo is fed automatically into revolving shampoo brush to clean rug fibers; foaming action prevents rug from becoming unnecessarily wet.

Price, rug washer and shampoo dispenser, \$26.75; shampoo in an unbreakable 16 oz. bottle, \$1.95. Elextrolux Corp., 500 Fifth Ave., New York, 36, N. Y.

### MERCHANDISING

# SUPPLEMENT PRODUCTS-SERVICES

FOR MORE SALES - MORE PROFIT

### RATES:

\$28.28 per inch. Contract rates on request.

An advertising inch is measured 1/5" vertically on one column. There are 4 columns—48 inches to a page.

New Advertisements received by July 12th will appear in the August issue.



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### YOU CHANGE YOUR ADDRESS

Be sure to notify us at once, so future copies of ELECTRICAL MERCHANDISING will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thought-fulness. Mail the information below to: Subscription Dept., ELECTRICAL MERCHANDISING, 330 W. 42nd St., New York 36. N. Y.

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City	Zone	State
Company		Title
	1	
	OLD	
Name		
Address		
City	Zone	State
FIFCTRICA	L MERCH	ANDISING

17n W. 42nd St.

### Speare Named Publisher

This month, Caswell Speare replaces Shelton Fisher as publisher of Electrical Merchandising.

The change results from the fact that Shelton Fisher recently became Senior Vice President of the McGraw-Hill Publications Division and can no longer devote full time to ELECTRICAL MERCHANDISING.

Speare came to McGraw-Hill in 1946 after four years in the U.S. Army where he attained the rank of Captain. He joined the staff of Bus Transportation as an editorial assistant and became associate editor of the publication in April 1949. In November of 1949 he was assigned to the staff of McGraw-Hill's newly acquired FLEET OWNER. He was appointed managing editor in December of 1950. On June 20, 1955, he became chief editor of FLEET OWNER.

On January 1 of this year, Speare was appointed associate publisher of ELECTRICAL MERCHANDISING.

Speare is a graduate of Beloit College (B.A., 1942) and has taken advanced work at Harvard, N.Y.U., Columbia and Cornell.

### meetings

### JULY

13 to 17th National Housewares Show Convention Hall Atlantic City, N. J.

### **AUGUST**

Week of August 10 International Association of Electric Leagues El Cortez Hotel San Diego, California

9 to 15th NARDA Management School
American University Washington,

### SEPTEMBER

28 to October 2nd National Hardware Show Coliseum New York, N. Y.

### **OCTOBER**

5 to 7th American Gas Association Annual Convention, Conrad-Hilton Hotel Chicago, Illinois

29th to 30th AHLMA 13th Natl. Home Laundry Conference Statler Hilton New York, N. Y.

### **NOVEMBER**

- 2 to 5th 11th Exposition of the Air Conditioning and Refrigeration Industry Convention Hall Atlantic City, N. J.
- 9 to 13th National Electrical Manufacturers Association Annual Meeting, Traymore Hotel Atlantic City, N. J.





LIVE BETTER ELECTRICALLY

Sponsored by Edison Electric Institute



AUTOMATIC TOASTER



Dial Your Shade of Toast!

New slim, angular design for greater appeal. Gleaming triple chrome finish with contrasting black ends. Fully automatic, this expertly engineered toaster has silent dependable adjustable control and pop-up mechanism. Heavy duty cord and plug. Snap out crumb door. Cool plastic base. Top quality, trouble-free performance, eye-catching design, plus a low, low retail price — add up to big volume sales. Order your new Magic-Maid Toasters now!

This appliance is guaranteed for One Year against all mechanical defects (except cord, plug and plastic parts breakage). We will make free repairs within that period (we cannot

This toaster and other outstanding Son-Chief products can be seen at Booths 207 and 209, Convention Hall, Atlantic City Housewares Show, July 13 - 17.

	No. 51		100. 64	raneg.	-	a ria	 Teaster,
SBH-C	MIEF EL	ECTRIC:	E, INC.,	WIRS	TED, C	DW11.	
Name .							
Address							

SON-CHIEF ELECTRICS, INC., WINSTED, CONN. U. S. A.
In Canada — Super Electric Supply Company, 2175 St. Catherine St., W., Montreal, P. Q.

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TOTAL .....

TV, Radios, Hi-Fi, Record Players...

Kitchen Equipment .....

Vacuum Cleaners .....

Other Major Appliances .....

Television .....

APPLIANCE

### TABLE 3. CHANGE IN SELECTED FINANCIAL CRITERIA

(As of January 1, each year)

ITEM	January 1, 1950 % Change from January 1, 1957	n
Current Assets	+ 2.2	
Current Debt		
Tangible Net Worth		
Net Working Capital		
Invested Capital		

### TABLE 4. SELECTED FINANCIAL RATIOS AND PERCENTAGES

ITEM 1958	1957
Current Assets to Current Debt (Times) 2.05	1.99
Net Sales to Tangible Net Worth (Times) 4.75	5.78
Net Sales to Net Working Capital (Times) 5.15	6.01
Net Profits on Tangible Net Worth (Percent) 8.79	NA
Net Profits on Net Working Capital (Percent) 9.54	NA
Net Profits on Invested Capital (Percent)	NA
Inventory to Net Working Capital (Percent)	NA
Current Debt to Tangible Net Worth (Percent)	93.1
NA-Comparable 1957 data not available	e.

merchandise and service, and for the merchandise-only dealer.

At the moment, the new form of course provides a little confusion, since the new figures have to be recast to fit the old pattern for true comparability. Economist Snyder also sounds a warning note for other analysts when he points out that just ten or 15 percent of the returns this year were repeaters, and only about half had ever filed a NARDA survey answer.

The "merchandise only" classification was not well enough represented to provide an absolutely sound picture, in Snyder's written opinion, but does constitute "a straw in the wind." It is interesting to note that this "rather small" sample of dealers accounted for 26 percent of the total sales for all participating firms, and that they garnered a 2.19 percent after-tax net on a gross margin of just 28.42 percent, considerably under the servicing merchants'

Obviously, the reporting "merchandise only" firms are in competitive areas, most likely in or very near really big cities, where factory service is available. The two most significant figures, apart from costs,

Radios, Hi-Fi, Record Players... 10.8 119 Washers — Total ..... Washers ..... 14.2 Washer-Dryer Combos ..... 3.0 Refrigerators ..... 128 138 151 179 Air Conditioning ..... 4.8 2.7 7.6 81 85 70 Electric ..... 4.7 5.7 6.3 5.1 Gas ..... 2.9 2.4 22 19 Dryers - Total ..... 4.7 5.7 4.4 34 Electric ..... Gas ..... 1.3 Freezers ..... 3.2 36 79

3.1

0.9

2.9

2.2

TABLE 5. APPLIANCE SALES BREAKDOWN BY PRODUCT TYPE

(Ranked by percentage importance of specific products)

1958

100.0

36.5

25.7

PERCENT OF TOTAL SALES

1956

100.0

31.7

1957

33.7

21.8

3.7

16

2.7

2.6

1955

28.8

1.1

6.1

3.7

in the merchandise-only profit picture were "other income" and turnover—5.2 times against an unchanged 4.6 times for the national average.

### The Good News

A stronger financial note is struck in the 1958 survey when "selected financial criteria" are tabulated. Current assets are up 2.2 percent; current debt is down 1.1 percent; tangible net worth is up 4.6 percent; net working capital is up 6 percent and invested capital is up just 1.6 percent. These figures would seem to indicate that appliance dealers ran "tighter ships" in 1958.

Other interesting, and more optimistic, financial angles are shown under "selected financial ratios." Assets to debts improved to 2.05 times from 1.99 in 1957; current debt to tangible net worth improved to 88 percent from 1957's 93.1 per cent. Net sales were 5.15 times net working capital compared to 6.01 times in 1957, however, and the ratio of sales to net worth showed a similar, slightly larger, drop.

This table also shows up some new yardsticks: net profits on tangible net worth

### TABLE 6. TRADE-INS ON EIGHT KEY ITEMS

16

3.6

47

% OF SALES ACCOMPANIED BY TRADE-INS 1957 1956 APPLIANCES 69 70 Refrigerators . . . . . . . 71 64 Washers ..... 72 70 58 55 Ranges ...... 59 52 27 36 Vacuum Cleaners .... 24 23 43 38 Television ..... 56 35 Dryers . . . . . . . . . 13 10 8 Freezers ..... 10 15 11 Air Conditioners . . . . . 1 9

were 8.79 per cent; net profits on net working capital were 9.54 per cent; and the all-important net profit on invested capital was 10.91 per cent.

Again for 1958, the NARDA cost of doing business survey got into the often-unrelated (but not always) area of sales breakdown by product groups and of trade-in percentages. In product types, television jumped four percentage points to give the TV-radio-record player group 36.5 percent of total sales. Next in importance was laundry equipment, with 21.9 percent of sales. Refrigerators dropped again, now running at 12.8 percent of total sales. Air conditioning hit a new high at 8.9 percent of total sales.

# editorial

LAURENCE WRAY Editor



# **Needed: Design For Service**

EVERYONE seems pretty well agreed that service is one of the major headaches of the appliance industry. And even if we were not convinced ourselves, millions of our customers hold that opinion. The blame for poor service, inadequate, tardy, or expensive service usually falls upon the poor dealer who sells the product in the first place. But the same opprobrium falls on the manufacturer of the product. When any of our customers have frustrating experiences in obtaining the right kind of service on relatively expensive appliances which they have been led to believe are dependable, the customer's first instinct is to blame the manufacturer.

And the truth of the matter is that the manufacturers are not entirely blameless. Many of them have instituted comprehensive service training schools; they have speeded up delivery of parts; they have established centralized servicing depots; and they have encouraged their independent distributors and dealers to back up the products they sell with adequate, prompt, reliable, and economical service. But the nub of the problem often lies much farther back in the chain from the factory to the dealer and his servicing organization. It lies in the design of the product itself. In the understandable urge to be increasingly competitive-to introduce new designs, new features and new annual model changes —company design engineers have succeeded in making many wellknown and universally accepted appliances increasingly complex from a service angle.

This fact was dramatically demonstrated at a recent meeting of the NEMA major appliance section. E. O. George, vice president of the Detroit Edison Company, with the assistance of two of his crack service supervisors, put on a demonstration for the assembled manufacturers of the comparative service problems of their respective appliances. From his background as an executive of one of the largest servicing utility companies in the United States, Mr. George spoke with authority on the problems facing service men in the field from the standpoint of the importance of design alone in appliance service.

On a platform Mr. George showed two makes of automatic washers, two makes of clothes dryers, two makes of dishwashers, two makes of refrigerators, air conditioners, and a water heater. The units, of course, were not identified by brand name, but the audience of manufacturers, together with some of their design engineers, were probably not at a loss in identifying them. Mr. George, however, was not there to point the finger of scorn at the service deficiencies of one make over another, but to simply

illustrate that intrinsic design alone could make a vast difference to service men in time, parts, money, and in customer satisfaction. On the two dryers, for example, his assistants, who tore down the machines in order to replace a belt or a motor, demonstrated that on one make it was literally necessary to take the machine apart to make simple service adjustments; on the second unit the removal of one panel and about four screws did the job. On two makes of automatic washers it was demonstrated that to replace a defective timer, one model had to be practically dismantled, while on the other it was a simple matter of folding down a back splash control panel.

If it did nothing else, this nuts and bolts demonstration by Mr. George should have been an astonishing revelation of the importance of appliance design in overcoming a service problem. This is not a complaint of the appliance industry alone; it has become all too familiar in the automotive business. Obviously, when design for the sake of appearance makes it increasingly difficult to get at functioning parts, service will become more complex.

MR. George was careful to preface his demonstration with the remark that all the appliances in question were of a high standard of quality and, under normal conditions should provide the customer with long and satisfactory service in the home. But any mechanical device, as we all know, has an inherent disposition to break down at some time or another. Certainly, the failure, or wearing out of a belt in many of our motor-driven appliances, should be looked upon as a normal occurrence. We have to replace fan belts on our cars from time to time. But if a service man literally had to dismantle a car merely to get at the fan belt we would be entirely reasonable to question the design engineer responsible.

In other words, Mr. George implied manufacturers have a responsibility not only to improve the efficiency of service operations on their products in the field, but to attack the problem at its source—the design of the product in the research laboratory before it ever gets into production. Many manufacturers have given earnest and thoughtful consideration to the problem. But in the absence of some form of standardization in design, or of interchangeability of parts, both impossible of achievement under our competitive, free enterprise system, it is to be hoped at least, that responsible manufacturers will give this "design-for-service" a high priority in their future plans.

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his can be The Golden Year for you in laundry equipment sales. Heard that before? Well, ear it just once more, but with an open mind. Please, listen. Today, Hamilton Dealers are thieving the greatest early-year sales in history, far exceeding last year. Within the next weeks the 1960 Hamilton Golden Year program will be announced. There'll be new prodets, new emphasis on dealer promotional support, a new milestone in laundry equipment lling, a new ready-made store event — and some wonderful old ideas which set Hamilton ealers pleasantly apart from others. Hamilton will continue to be a clean line, with a meangful franchise, a unique sales story and a remarkable record of retail success. This is The olden Year for Hamilton, its Distributors and Dealers. It can be for you.

this is The Golden Year for

# Lamilton

automatic washers and clothes dryers

# Of this we are proud...

ESOLVED that, inasmuch as NARDA has long advocated the establishment of manufacturer franchises with a future for the dealer and value for the manufacturer, and since Kelvinator has demonstrated an advanced degree of dealer-mindedness and courage in the initiation of the company's new appliance franchise form, that the Executive Committee of NARDA, acting on behalf of the Association's membership, thank and congratulate Kelvinator for the contribution they have made to healthier and more equitable manufacturer-dealer relationships.\*

\*Resolution of the NARDA Executive Committee meeting in Toledo, Ohio, May 5, 1959.

Kelvinator

